AMERICAN BUILDER

APRIL 1950
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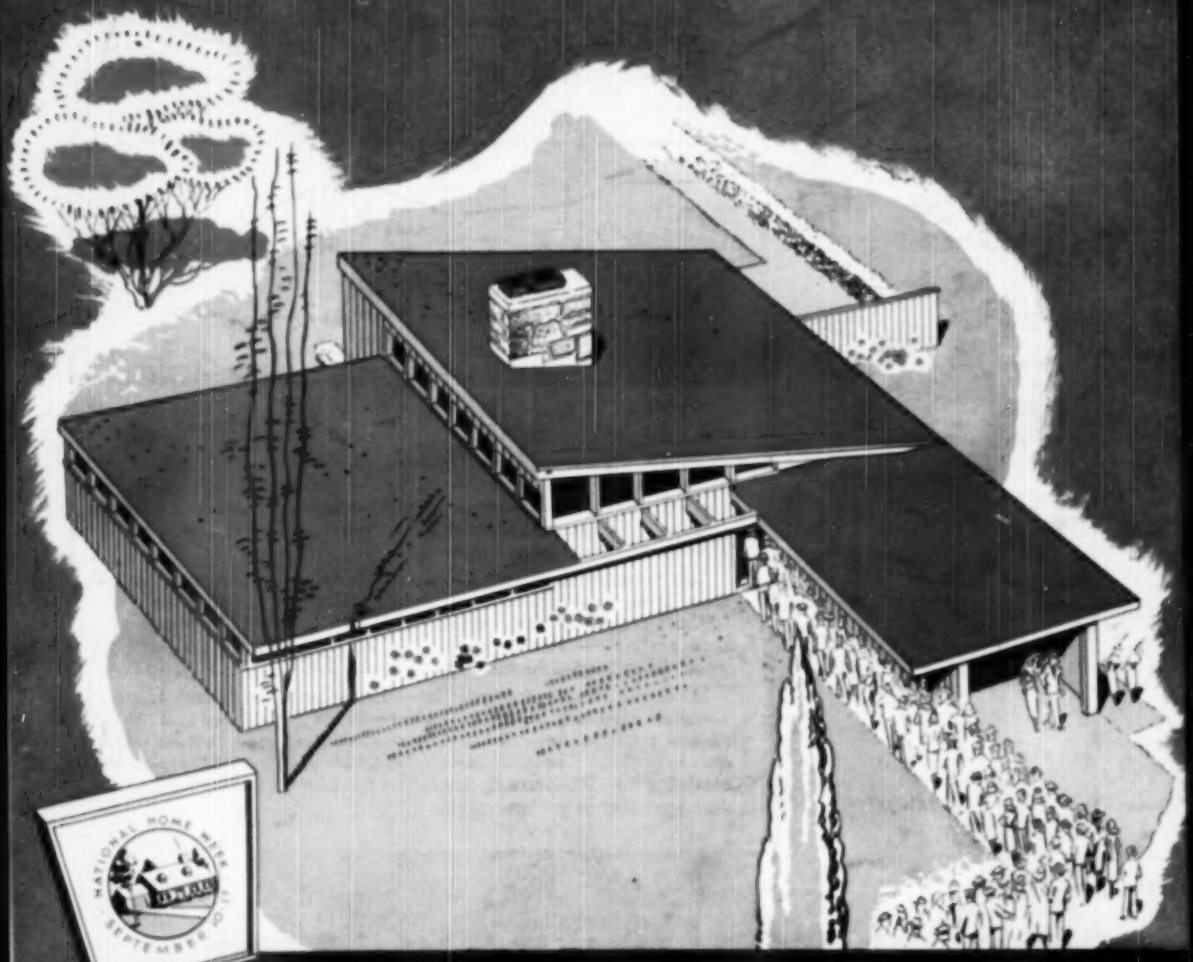
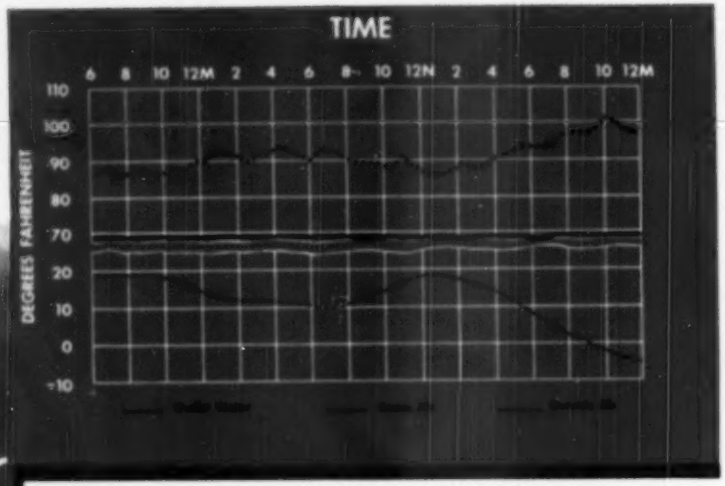
THE WORLD'S GREATEST BUILDING PAPER



PLANNING FOR NATIONAL HOME WEEK

American Builder Prize Competition Homes

If it's Panel Heating..... Use Electronic Moduflow Control



UNIVERSITY OF MINNESOTA TEST RESULTS

THE chart tells the story of Electronic Moduflow control for floor panel heating. See the results, recorded by independent scientific tests, in a typical domestic radiant floor panel installation. Room temperatures were held within a fraction of 70° in spite of extreme outside temperature variations.

Every sensing element in Electronic Moduflow responds instantly to the slightest temperature change—indoors or out. Gone is the time lag and sensitivity tolerance of mechanical controls. Overcome is the slow response—thermal inertia—that occurs when any radiant panel is embedded in concrete.

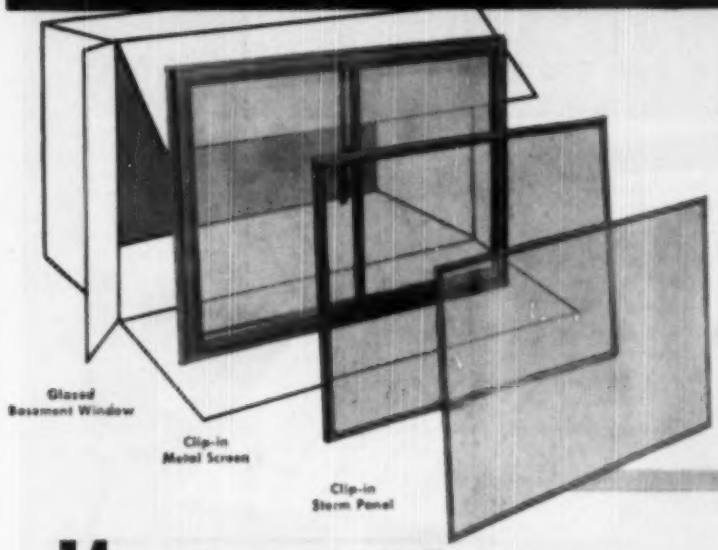
Electronic Moduflow is your assurance of accurate control. It means complete automatic comfort from every properly designed and installed radiant panel. Honeywell has prepared two booklets to answer your questions about Electronic Moduflow. These are entitled "Electronic Moduflow" and "Electronic Moduflow for Radiant Panel Heating." Arrange today to get your copies.

MINNEAPOLIS
Honeywell
FIRST IN CONTROLS

FREE

To get the booklets offered above, simply ask for numbers S.A 1447 and 1499. Phone your local Honeywell office or address Minneapolis-Honeywell, Minneapolis 8, Minn.

Now A NEW Super Basement Window Unit



GLAZED

—no glass or putty problem

PACKAGED

—no loose parts to handle

14 great advantages...

- **Easily handled**—carton protects it on the site
- **Easily installed**—all sizes fit concrete block
- **Glazed**—no problem of glass or putty
- **Sturdy**—made of hot-rolled casement window sections
- **Weather-tight**—100% double contact of sash against frame
- **Leakproof**—full-square corners for tight construction
- **Verminproof**—impervious to rats, termites, etc.
- **Protected ventilation**—opens in at top
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- **Locks tight**—with lever action
- **Foolproof**—no side arms or hinges to get out of order
- **Easily removable**—vent quickly removed from inside only
- **Low cost**—produced in great volume
- **Low maintenance**—steel can't shrink, rot or splinter

Available in 3 Ways...

1. **Package A**—Basement Window, glazed, with Screen and Storm Panel Insert, in carton.
2. **Package B**—Basement Window, glazed, with Screen only, in carton.
3. **Basement Window unglazed**—Screen and Storm Panel available separately, also.

Three sizes: 2 lights—15" x 12"; 2 lights—15" x 16" and 2 lights—15" x 20".

Screen held in by two screws. Clip-in Storm Panel Insert provides economical insulation.

New Fenestra Utility Windows

For garages, shops, dairy barns, building areaways, etc. 2' 9⅛" wide by 3' 6⅛" high. Construction and quality features same as the New Fenestra Basement Window. Available in three ways:

1. **Package A**—Utility Window, glazed, with Screen, and with Side Guards to protect cows in barns against drafts.
2. **Package B**—Utility Window, glazed, with Screen only.
3. **Utility Window unglazed**—Screen and Side Guards available separately, also.

For full information call the nearest Fenestra® office listed in the yellow pages of your telephone directory, or mail the coupon.

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WINDOWS • DOORS • PANELS

NOW AVAILABLE IN DEALER STOCKS

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2260 East Grand Blvd.,
Detroit 11, Michigan

Please send me complete information on the new Fenestra Packaged Basements and Utility Windows.

Name _____

Company _____

Address _____

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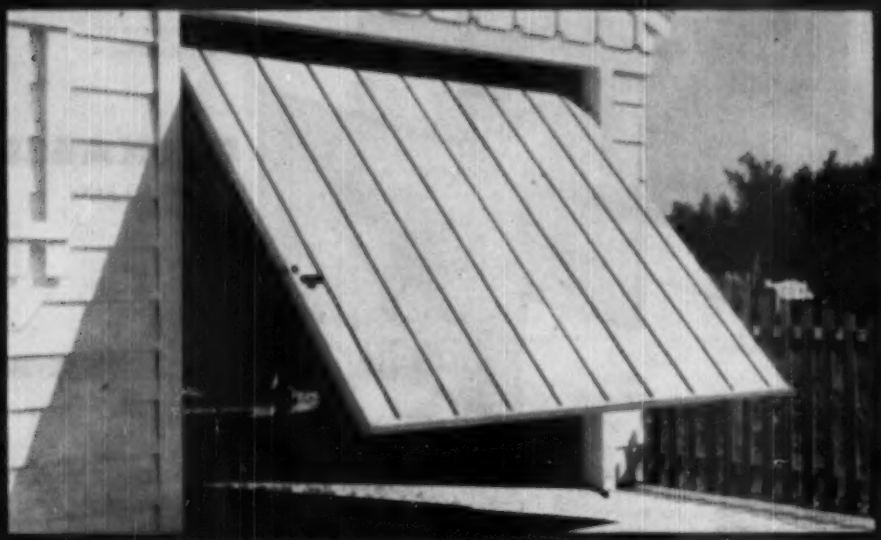
INSTALL THIS LOW-COST DOOR QUICKER



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SAVES INSTALLATION TIME . . . the one piece door leaf does away with field assembly of single doors. Hardware is factory-assembled, conveniently packaged and easy to install with ordinary tools.

STRONGER, MORE DURABLE . . . Strand door, with the rugged strength of steel, is built by craftsmen to provide a lifetime of service; it operates easily, always. Welded construction adds to durability—no bolts or screws to work loose. Steel can't ever shrink, warp, rot, or sag—these doors will be a *lasting* credit to the builder.

GALVANNEALING PROTECTS against rust, even when doors are exposed to weather for weeks before painting. This is a heavy galvanized zinc coat heat treated at high temperature. Provides an excellent base for paint, no special priming coat needed.

LOWER FIRST COST . . . is the result of standardization on 3 models —and big volume production concentrated in one plant; this is America's "best seller" among garage doors.

STRAND
GARAGE DOORS

STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. AB-4, 2242 East Grand Blvd.
Detroit 11, Michigan

Please rush detailed description of Strand all-steel Garage Doors for 8' x 7' and 16' x 7' garage openings.

I am a ☐ Builder ☐ Dealer ☐ Prospective Owner ☐ Other

Name _____

Address _____

City _____ State _____

BUILDER

IN YOUR NEXT ISSUE

How power tools and equipment are used to save time and money. **Because of the significant role power tools and equipment are playing in the attainment of today's housing record, the May issue of *American Builder* will be devoted largely to on-the-job stories showing the use of power tools and equipment at work.**

READ . . .

How a New Jersey builder saved 50 per cent in excavating costs by owning his own power equipment.

◆ ◆ ◆

How an Illinois builder saved more than 50 per cent of his carpenter's time by the use of power tools.

◆ ◆ ◆

How site fabrication is accomplished through the use of power tools for cutting lumber, plumbing and water pipes.

◆ ◆ ◆

Plus Seven More Prize-Winning House Designs **submitted in the American Builder nation-wide architectural competition.**

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Volume 72 **APRIL, 1950** **Number 4**

In This Issue

Publisher's Page 9
Freedom versus Socialism

Association News 63

Editorial 71
The Little Man Speaks

FEATURES

American Builder Prize Home Competition 73
Presentation of prize winning house designs with comments by Jury of Awards

How to Plan for National Home Week 80
Programs for communities of all sizes are suggested

Engineered House Construction, Part X 87
Radiant Heating and the Building Contractor—By Doremus L. Mills

Cutting Costs with Unit Pre-assembly 88
How economies are effected by fabricating and precutting house parts at plant

A Business Courage Built 90
How a door-to-door salesman became an outstanding Dallas builder

Does Radiant Panel Heat Cost More? 92
A Michigan builder who specializes in low-cost homes says "No"

American Builder's Selected Homes

Proper Orientation Permits Maximum Use of Glass 94

Harmonious Styling Creates Attractive Streets 96

A Three Level Cape Cod 98

New Tract Offers Best of Rural and Urban Life 99

Garbage Disposal Units for City-wide Use 100
Why a town of 6800 replaced the garbage can with the food waste grinder

A House of Many Features 102
American Builder's Blueprint House of the Month

Building for Competition 107
Quality workmanship and materials establishes builder in new community

Businessmen Offer Solution to Omaha's Housing Problem 114
Why the Chamber of Commerce contributed funds to construct rental units

Building for Boomtown 116
How a South Carolina town provided housing to meet industrial expansion

New Life for an Old Building 118
Up-to-date store front converts old building into modern structure

Attractive New Lumber Yard Combines Beauty and Utility 120

A Swish of the Pendulum 122
By R. E. Saberson

Quality—the Best Salesman 128

More Contractors Join Ranks of Low-Cost Home Builders 134

A Case for Chicagoland 139
By Martin C. Huggett of the Chicago Metropolitan Home Builders Association

DEPARTMENTS

Trends 51

On and Off the Record 53

Editor's Round Table 55

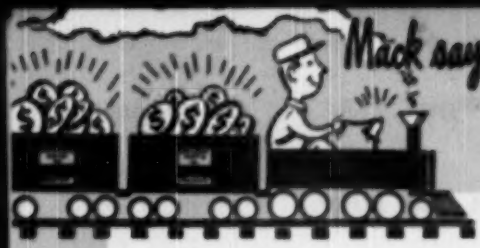
New Products 60

Technical Guide, How-To-Do-It and Better Detail Plate 180

Catalogs 130

Letters to the Editor 212

Index to Advertisers 286



THE M-D LINE

HITCH ON TO THESE QUALITY *Profit-Products*, TOO!

NOISELESS SLIDING DOOR EQUIPMENT

Cabinet makers and builders all over the nation tell us these track and sheaves are the perfect sliding door equipment. Five styles of track to choose from, in brass or Alacrome. Two sizes of sheaves are made of extra heavy gauge Alacrome and plastic wheel. For doors ¾" and up.

Nu-ART BINDING & EDGING

This is the modern, quick way to handle binding and edgings for linoleum, matting, and other miscellaneous uses. Available in brass, Alacrome or stainless steel. Rolled so it lays flat and straight when installed. Patented dispensing carton makes it easy to use and demonstrate.

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A durable, ornamental shelf bracket of beautiful Alacrome with permanent, silvery satin finish that will not rust or tarnish. Made for use with 4", 5", 6" or 8" standard width glass or wood shelving — turned up end holds shelf firmly.

SELL *Nu*-Glaze INSTEAD OF PUTTY!

Sells better because it does the job better — really stays "put"! Does not dry out, harden, crack or peel. Perfect for glazing wood or metal sash, replacing putty, setting plumbing, filling cracks, boatwork. Nationally advertised, nationally known and nationally used. Time-tested and recommended by scores of builders and sash and door houses.

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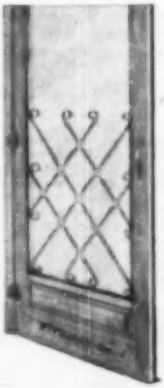
Wanted by all customers because they not only enhance the beauty of a screen door, but brace it as well! Available in 5 beautiful designs and sizes for all screen doors. Made of Alacrome with silvery satin finish. Comes complete with screws — anyone can install. These grilles are truly one of our fastest selling items, so stock up now!



Nationally Advertised

We'll keep customers coming in—you keep well supplied.

ORDER TODAY! You can't sell them if you don't stock them, so place your order today. Your stock will be shipped same day your order is received!

PULLS IN *Profits!*

NU-ART

ALACROME OR STAINLESS STEEL MOULDING and TRIM

MODEL ON FRONT DISPLAYS ALL 9 SECTIONS CASE CONTAINS

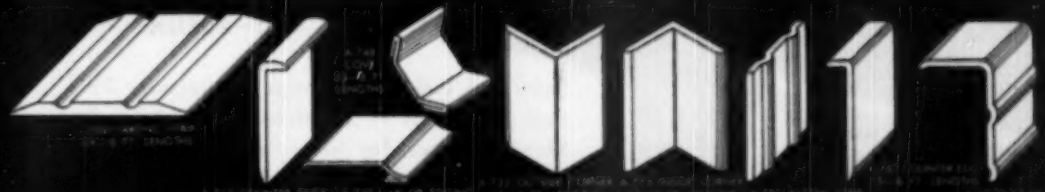
This handsome, compact display case goes right after sales—and pulls in profits! Model shows customers where each section is used and how beautiful Nu-ART Moulding & Trim looks. Contains the nine most popular, fastest-selling styles of all. Packed in 6 ft. lengths, with screw holes already drilled, in kraft paper tubing to protect its highly polished finish. Easy to handle and install. You can make up to 100% gross on this assortment so send in your order today!

THIS HANDSOME **DISPLAY CASE** IS YOURS AT NO EXTRA COST WITH YOUR ORDER FOR THIS COMPLETE POPULAR ASSORTMENT

Display case designed so that you can easily dispense with a ceiling as low as 7 ft. Entire case occupies only 15" x 19" floor space.

Please note that the 9 sections in this all-purpose assortment are the most popular among our wide selection of over 150 styles and sizes in Nu-ART Moulding and Trim. If you desire, substitutions from our catalog may be made. Write for further information and prices.

THESE ARE THE 9 POPULAR SECTIONS THIS CASE CONTAINS



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WE PREPAY AND ALLOW FREIGHT CHARGES ON THIS ASSORTMENT

MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

BRUCE RANCH PLANK FLOOR

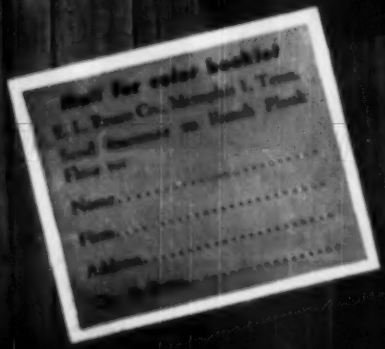
One of the most admired features

in new homes everywhere

Home buyers praise this new floor . . . advertised in color in leading magazines

Home buyers and builders will be asking you about this new Bruce Floor. Throughout the nation it is creating favorable comment and helping sell homes. Everyone interested in a new home is seeing Bruce Ranch Plank Floor in beautiful full-color advertisements in House Beautiful, Better Homes & Gardens, American Home, and Small Homes Guide. It is also being advertised throughout 1950 in The Saturday Evening Post and House & Garden. Mail the coupon below for colorful literature.

E. L. BRUCE CO., MEMPHIS, TENN.



GIVE YOUR HOMES THIS INEXPENSIVE LUXURY

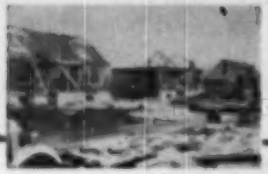
Solid oak with walnut pegs • Alternate 2¼" and 3¼" strips • "Scratch-test Finish" in Decorator Shade • Priced for homes in all price ranges • Laid like strip flooring • No finishing on the job

BRUCE

Ranch Plank Floor

It's Pegged and Finished at the Factory!

Publisher's Page



Freedom Versus Socialism

THE REPUBLICAN party, in the declaration of principles adopted by it recently, agrees with the view expressed repeatedly on this page of the *American Builder* that the American people are confronted with just one great domestic issue —that of freedom versus socialism; and the Republican party declares for freedom and against socialism.

So far so good. But nobody but the avowed Communists and Socialists has declared for *Socialism*. If the question whether they favor socialism were submitted to the American people a vast majority would vote in the negative. But are a large majority of them really opposed to Socialism? That depends on how many of them are opposed to *all socialistic policies*. For if we get socialism as a whole we will get it piecemeal by the adoption of numerous particular policies the advocates of each of which will deny that it is socialistic and each of which the people will accept in the belief that that particular policy alone will not promote socialism but will promote the public welfare, or at least the welfare of a large part of the people needing help from government.

Some hope that the so-called "Welfare State" was losing its glamour was expressed on this page in the February issue of the *American Builder*. The reason given was that apparently members of Congress had returned to Washington under the influence of the discovery that a great majority of their constituents favored reduction of government spending and of taxes, and therefore opposed the billions of increased spending and taxes that would be required by the numerous policies being advocated for establishing the Welfare State.

Whether the Welfare State actually is losing any of its glamour will be best indicated by whether public opinion will force Congress drastically to reduce expenditures made and taxes collected to subsidize various classes of the people and some industries. For the increasing use of taxes to provide subsidies probably is undermining and menacing private enterprise more and thereby promoting socialism more than any other policy of government.

There appeared on pages 8 and 9 of the February issue of *American Builder* a very unusual and interesting advertisement of the Ceco Steel Products Corporation emphasizing the trend toward the Welfare (Socialist) State and calling on business actively to exert itself to "stop this creeping socialistic pattern which threatens the freedom of all." It may be asked how this "creeping socialism" threatens freedom. "Do the American people have as much freedom of use of the money they earn as they did ten years ago? They do not! More people surrender a larger part of their money for tax use than ever before in history." These sentences from the Ceco Steel Products Corporation advertisement go to the heart of the matter. For when it is argued against socialistic Welfare State policies that they destroy freedom, their advocates are likely to ask what freedom they have thus far destroyed. And the answer is that by increasing taxes they already have largely destroyed one of the most important freedoms—that of people to do what they see fit with the money they earn, whether it be a large or small amount. And perhaps the most essential difference between private enterprise and socialism is that under private enterprise the individual dictates the entire process of production and distribution by spending his income as he pleases, while under socialism bureaucrats take the people's money and by the way they spend it dictate the entire process of production and distribution.

The people of no country ever had a greater power than that of spending their incomes as they please. And the more they give up that power the more they lose their freedom. The enormous increase that has occurred in this country in the government's taking and spending of the people's income is a good measure of the extent to which the people have lost their freedom.

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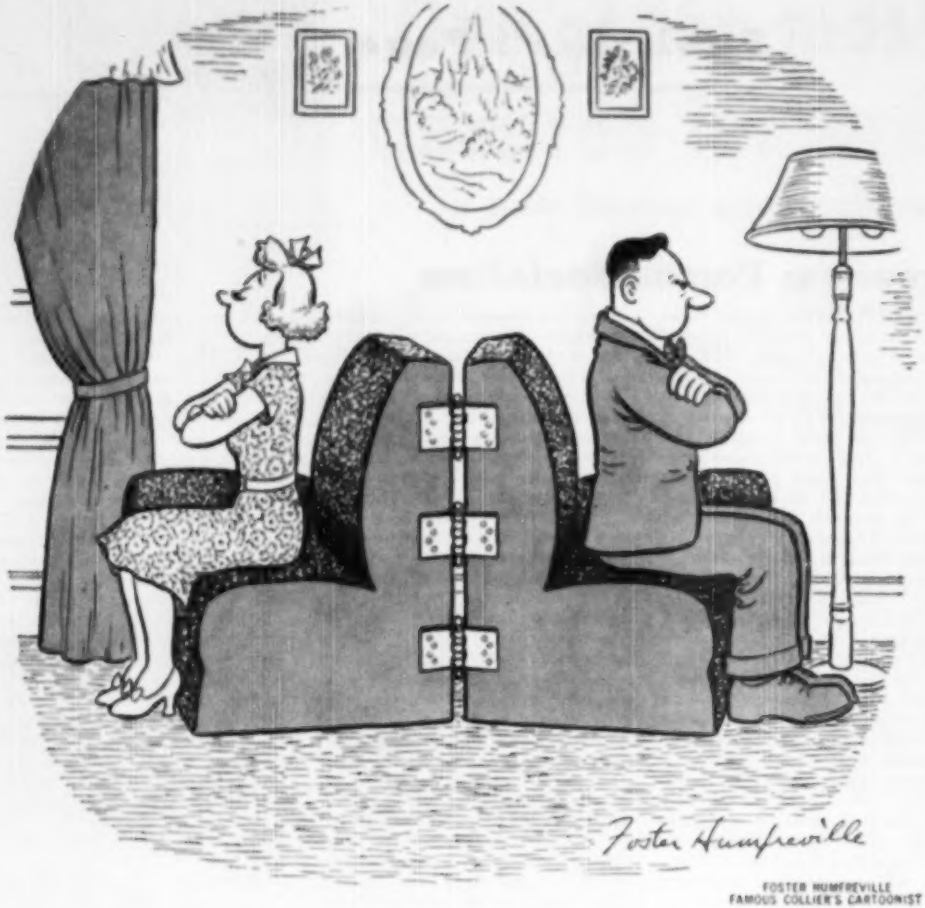
Samuel O. Dunn,



FOSTER HUMFREVILLE
FAMOUS COLLIER'S CARTOONIST

"EVERYTHING *Hinges on Hager!*"

HAGER HINGES

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FOUNDED 1849 — EVERY HAGER HINGE SWINGS ON 100 YEARS OF EXPERIENCE

Accepted by architects and builders

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CLAY . . .

RAW STUFF OF THE *Only* CORROSION-RESISTANT PIPE

On any building project, it pays to play safe — to guard your reputation by installing the *only* pipe that never wears out. Vitrified Clay offers "built-in" protection, because nature has made it absolutely impervious to rust, rot, or chemical action. Don't take chances with the acids present in ground waters and sewage. Be *sure* to use economical, *everlasting* Vitrified Clay Pipe.

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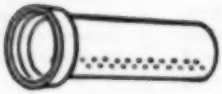
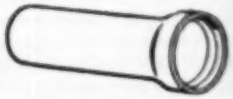
206 Connally Bldg., Atlanta 3, Ga.

Vitrified CLAY PIPE

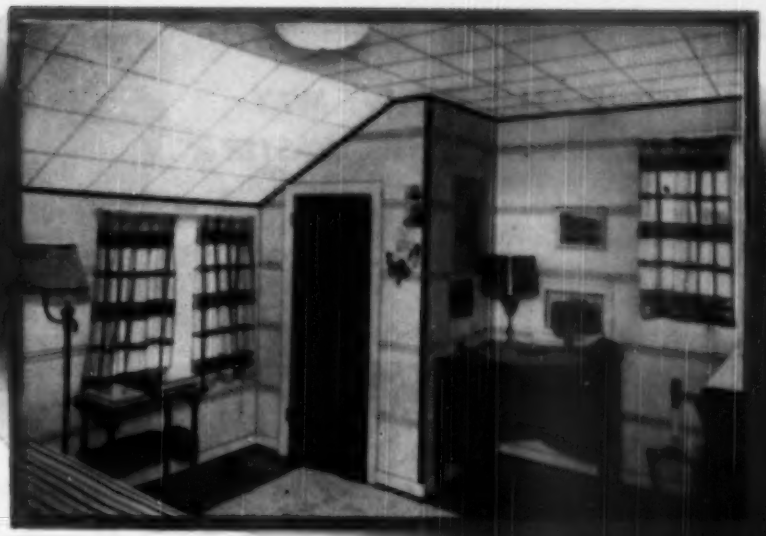
CLAY PIPE FITTINGS



PERFORATED CLAY PIPE



STANDARD-STRENGTH CLAY PIPE



NEW Double-Duty INSULITE*

Interior Finish Products

Ideal for finishing attics, amusement rooms . . . public and commercial interiors.

Forget your old conception of interior boards! Here is a fresh new line with imaginative improvements—designed to do a better job—faster—easier—and with flattering results.

NEW COLORS—Chosen by Faber Birren, nationally known consultant, based upon research to measure the preference of today's buying public. These colors are accurately keyed to buying opinion.

AMAZING NEW SURFACE RESISTANCE TO WEAR! Test it yourself. Durolite plank, for example. Rub it, scrub it *hard* with brush, soap and water. You've never seen anything like it. That surface is there to give years of service—and still look fresh and attractive.

FAST AND EASY TO APPLY—Just use nails or staples direct to framework. No skill required—anyone can do it. Saves time, cuts application costs, and the finished result is beautiful and attention-getting.

NEW INSULITE FLANGED T & G JOINT assures firm, uniformly level application that stays securely in position. Concealed fastening. Application is fast and easy with nails or staples.

SIZES: Tile, 12" x 12", 16" x 16", 16" x 32". Interior Board: 4' width by 6', 7', 8', 9', 10' and 12' lengths. Plank: 8", 10", 12" and 16" widths by 8', 10' and 12' lengths.

From any point of view—Architect, Dealer, Builder—THESE ARE THE IDEAL MATERIALS for finishing attics, amusement rooms ...public and commercial interiors. And remember: Not only will these new products finish and beautify, but they also *insulate*.

LUSTERLITE TileBoard and Interior Board
Colors: White, Ivory White. **Texture:** Smooth . . . high light reflecting. **Joint:** TileBoard employs new Insulite flanged T & G Joint. Interior Board has square edged joint.

DUROLITE Plank and Interior Board
Colors: Ivory, Pale Green, Woodtone Light, Woodtone Dark. (The two woodtones in the Plank are cartoned, half light and half dark, to provide variegated effect in application.) **Texture:** Rough . . . highly durable. **Joint:** Plank employs new Insulite Joint: Interior Board has square edged joint.

WEVELITE Interior Board
Color: Ivory White. **Texture:** Rough surface. **Joint:** Square edged.

SMOOTHLITE Interior Board
(Formerly SMOOTHCOTE.) **Color:** Natural. **Texture:** Smooth. **Joint:** Square edged.

ACOUSTILITE 3/4" and **FIBERLITE** 1/8"
Colors: White. **Texture:** Porous, giving a travertine stone effect. **Joint:** Butt joint edges beveled and kerfed. **Applied With:** Cement.

See Sweet's File for Builders 2a/S

*Reg. U. S. T. M.

INSULITE DIVISION MINNESOTA AND ONTARIO PAPER COMPANY
MINNEAPOLIS 1, MINNESOTA 4-50

Q. IS THERE AN EFFECTIVE WAY TO REDUCE BUILDING WASTE?

a. Yes—at one stroke you can lop off a big part of the building waste once considered "necessary." The answer is *modular design*—a practical plan by which building materials are manufactured to a standard 4-inch "module"—or unit of measurement. Builders who use such materials actually find it easier and quicker to build without waste!

ANSWERING YOUR QUESTIONS ABOUT MODULAR-SIZE WOODWORK

NOW...THE VIRTUES OF WOOD PLUS MODULAR DESIGN!

To help you reduce building costs, modular sizes are now widely available in woodwork such as windows, sash, frames, screens and storm sash. Here is another advantage added to the long list which has made wood so popular as a building material! Wood windows, for example, help owners keep more comfortable while reducing fuel bills. Wood does not readily transmit heat or cold—acts as a natural insulator. Wood windows, too, lend themselves more readily to effective weather-stripping. Wood resists "sweating"—does not readily gather frost. Wood holds paint and other finishes lastingly—costs little to maintain. To enhance still longer the long life of wood, toxic preservative treatment at the factory adds extra resistance where staining, decay, insect attack or humidity are factors.

Q. HOW DOES MODULAR DESIGN REDUCE WASTE?

a. A recent housing survey shows that on jobs using non-coordinated building products, a substantial part of the materials delivered to the job are hauled away as waste. Modular design eliminates much of this waste, because modular-size building materials fit together without costly cutting, fitting and trimming on the site.

Q. DOES MODULAR DESIGN SPEED CONSTRUCTION?

a. Yes, modular design definitely speeds up the construction of any size or type of building. Modular-size woodwork reduces waste time and excessive labor costs.

Q. HOW DOES MODULAR DESIGN SIMPLIFY YOUR PURCHASING?

a. Under the modular system, one national standard now replaces the ten or more local or regional standards. Thus, jobbers and dealers are able to carry a better assorted stock for each locality served. Standard stock items are available from your local retail building material dealer.

Q. HOW DOES MODULAR DESIGN HELP YOU COMPETITIVELY?

a. By speeding and simplifying your building operations, modular design can give you an "edge" on competition. In addition, modular design helps you overcome buyer resistance. You can offer a quicker-built, lower-cost house.

For full information on standard sizes, designs, manufacturing requirements, preservative treatment requirements and grading rules, see National Woodwork Manufacturers Association Catalogs in Sweet's Builders' File.

GET ALL THE ANSWERS . . . MAIL THE COUPON!

See your lumber dealer for all the facts about modular-size woodwork—or, clip this coupon and mail it for our free, illustrated folder.

NATIONAL WOODWORK MANUFACTURERS ASSOCIATION
332 SOUTH MICHIGAN AVENUE
CHICAGO 4, ILLINOIS

This seal of approval identifies woodwork products which meet NWMA minimum standards of toxic preservative treatment.

LICENSE NO. 000 TOXIC—PRESERVATION APPROVED NATL. WOODWORK MFRS. ASSN.

National Woodwork Manufacturers Assn.
332 South Michigan Avenue
Chicago 4, Illinois

Gentlemen: Please send me your folder, "New Savings for Builders."

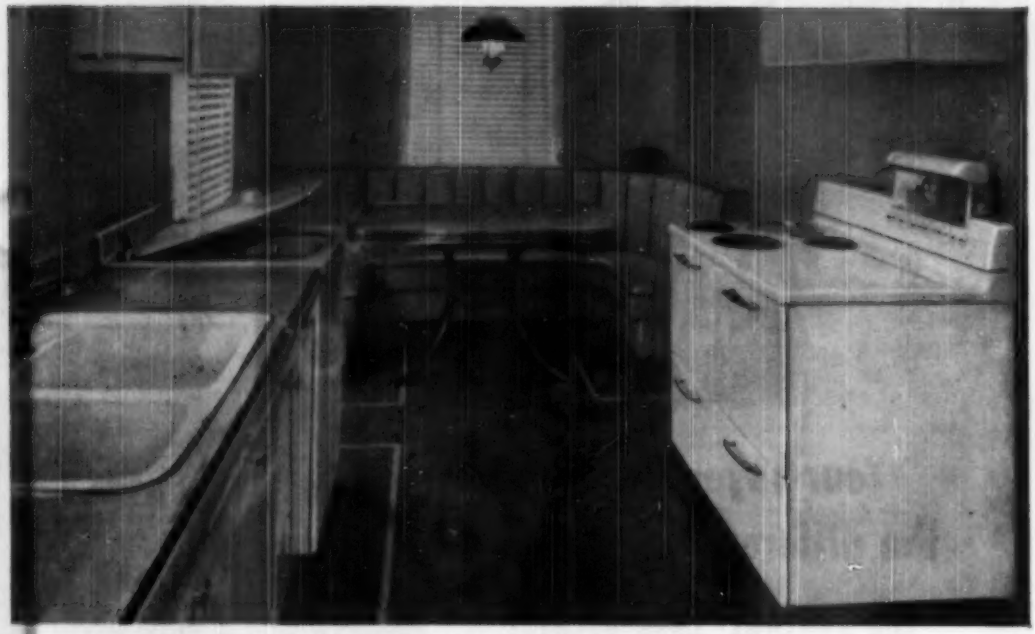
Name.....

Address.....

City.....Zone.....State.....

Your buyers can see
the difference at a glance
the SCHLAGE "Long Backset"*
First impressions—acceptance—sales for your houses start at the front door, even before the prospect sees the interior.
The Schlage "long backset" is different—individual—exclusive. It permits placing the lock 5" away from the door edge—allows the use of large, eye-catching escutcheons—gives distinction to the entrance of *any* house.
Would you like to see the *lift* the "long backset" can give your homes? An attractive brochure illustrates new designs and entrance doors. Write Schlage Lock Company, 2201 Bayshore, San Francisco 19, California.
SCHLAGE
SCHLAGE LOCK COMPANY
SAN FRANCISCO • NEW YORK
Novo Design "A" Lock installed with Riviera Escutcheon
* "Long Backset"—*formerly used only in luxury homes—now available in Schlage's standard residential locks—competitively priced. The same proven Schlage mechanism—the same simple Schlage installation.*

Put your houses in



In the G-E Kitchen of the Colwick Gardens house, dishes are washed and double-rinsed automatically . . . there's plenty of hot water when it's needed . . . there's a Disposall for food waste . . . and an electric range that takes the trouble and guesswork out of cooking.

And, mind you, the complete General Electric Kitchen can be included in *all* homes—even the *lower* priced ones! *It's designed for, and is bought by, people of moderate means!*

Look what General Electric offers you now!

General Electric—the world's largest electrical manufacturer—offers you all these advantages:

- ✓ **Tested merchandising programs** that have helped so many other builders enjoy phenomenal sales results.
- ✓ **The brand of electrical appliances** that people prefer to all others.
- ✓ **Assistance in designing** and improving kitchen layouts for your houses.
- ✓ **One source of supply** for matched equipment . . . a full line of cabinets and appliances.
- ✓ **Fewer headaches.** G-E equipment is world-famous for its dependability!

the "BEST SELLER" class!

"People want the magnificent General Electric Dream Kitchen! We sold 51 G-E equipped houses in just 3 weeks!"

says Mr. CARL T. MITNICK
of Collingswood Construction Corp., Collingswood, N. J.

At first, Mr. Mitnick was amazed at how *fast* the General Electric Kitchen helped *sell* his houses. In his words—

"Sales of houses at our Colwick Gardens project have far exceeded our original expectations.

"The General Electric Kitchen, an outstanding feature of these homes, has been exceedingly well accepted by prospective purchasers. We feel that the General Electric equipment, which includes the dishwasher, Disposall®, electric range, and water heater has contributed much to accelerate our sales.

"We sold 51 G-E equipped houses in just three weeks . . . an average of better than two a day! People *want* the magnificent General Electric Dream Kitchen.

"We are now starting the second group of homes, and I look forward to General Electric's continued contribution to all our future projects!"

Mr. Mitnick's experience with General Electric equipped homes is not unusual—but rather, *typical*. From Massachusetts, Colorado, Maryland, New York, come similar, enthusiastic reports!

May we help you— as we have helped Mr. Mitnick?

You pre-sell your houses when you include General Electric Kitchens as part of each house.

Everybody wants all-electric living—*and that naturally includes prospects for low-priced houses!!!*

Furthermore, of all the electrical appliances available, people prefer *General Electric!* G-E is your best bet!

As little as $4.80

In the final analysis, too, the cost of including G-E Kitchens in your houses is not a financial hurdle! *You can include General Electric living in your houses for as little as $4.80 a month extra when the G-E "Kitchen Package" is included in the long-term realty mortgage.*

Remember, too, that the economical operation, low maintenance and long life of General Electric appliances may offset the slight increase in monthly payments!

Get Complete Facts about the G-E "Kitchen Package" through your local General Electric distributor, or write to the Home Bureau, General Electric Company, Bridgeport 2, Conn.

No sales problem here!

Thousands of people visited this Colwick Gardens house, and admired the complete G-E Kitchen. Within three weeks all the 51 houses in the first section of the project were sold! Why not let General Electric help sell your houses faster, too?

You can put your confidence in—

GENERAL ELECTRIC

IF YOU WANT EASIER AND FASTER INSTALLATION, GREATER PROFIT ON EACH JOB, PRODUCTS BACKED UP ALL THE WAY WITH QUALITY GUARANTEES—AND PRICED RIGHT

Be Careful!

COMPARE THESE FEATURES!

use

DEXTER

the lifetime lock

NATIONAL BRASS COMPANY

Manufacturers of America's First Tubular Lock

GRAND RAPIDS LOCKS DEXTER LATCHES MICHIGAN

Dexter Direct Factory Representatives are located in Abilene, Baltimore, Boston, Chicago, Cleveland, Columbus, Detroit, Fort Worth, Knoxville, Los Angeles, Milwaukee, New York, Omaha, Philadelphia, Portland, San Francisco, Syracuse, Tampa.

In Canada: Dexter Lock Canada Ltd. Guelph, Ont.

FREE OF DIE CAST

All working parts made entirely of cold rolled steel.

SOLID BRASS TRIM

All exposed parts solid brass. Also any standard finish.

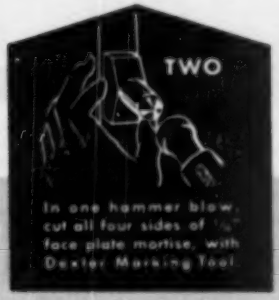
LIFETIME WARRANTY

Dexter locks guaranteed for life of lessee.

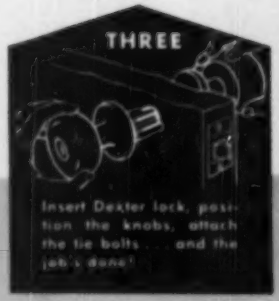
And don't forget this famous Dexter exclusive—the Armored Steel Cylinder for extra strength and protection!

INSTALLS EASY AS...

Use Dexter Bit Guide for uniform boring of locks and latches. Largest hole required, 1 1/8".



In one hammer blow, cut all four sides of 1/8" face plate mortise, with Dexter Marking Tool.



Insert Dexter lock, position the knobs, attach the tie bolts . . . and the job's done!

WRITE FOR PRICES AND COMPLETE INFORMATION ON

Dexter Locks and Latches, Builders, Cabinet, Screen Door and Shelf Hardware

Which homes will they visit first ?

It was just another classified ad in the Daily News. Three or four lines of type described the house on Rosewood Drive. But the last four words turned the usual flow of house-lookers into a parade.

Those words . . . *Bryant Automatic Gas Heating* . . . have caused many home-seekers to make a certain house their first and, often, their *only* stop. That's because, somehow, people have come to know that Bryant *originated* gas heating equipment for homes, and they have faith in this famous name.

Today, the Bryant distributor and dealers in your area offer the most complete line of gas heating equipment in the nation. You can find in their stocks just the right equipment for all residential, commercial and industrial applications, for every new construction or modernization program.

So, watch the house-hunting Sallies and Bobs in your neighborhood beat a path to the Bryant heated homes. It's a tip-off for all who strive to please them.

Let the pup be furnace man and water boy too!

bryant

AUTOMATIC HEATING

The most complete line of gas heating equipment in the nation

Bryant Heater, Dept. 251,
17825 St. Clair, Cleveland, Ohio

( ) Send me the new booklet that tells the Bryant story. ( ) Have your distributor call on me.

Name _____

Company _____

Address _____

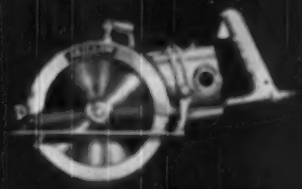
City _____ State _____

"This SKIL Saw has been in business with me for 20 years"

Says F. William Wessel, for over 40 years a carpenter-contractor in Peoria, Illinois

Bill Wessel and his Model E SKIL Saw have been working together day after day for more than 2 decades—and both are still going strong. Bill knows, probably better than anyone, that SKIL Saws don't need to be babied or pampered to keep them out of the shop and on the job.

Here's one reason Bill Wessel's old veteran (like all SKIL Saws) stands hardest wear and the shock of heaviest loads: It has famous SKIL Saw *Worm-Gear* construction and the extra margin of power that make tough jobs easy year after year. Contractors who *know* never take chances. For saws they see their SKIL Distributor. It's plain good business for you to see him, too.

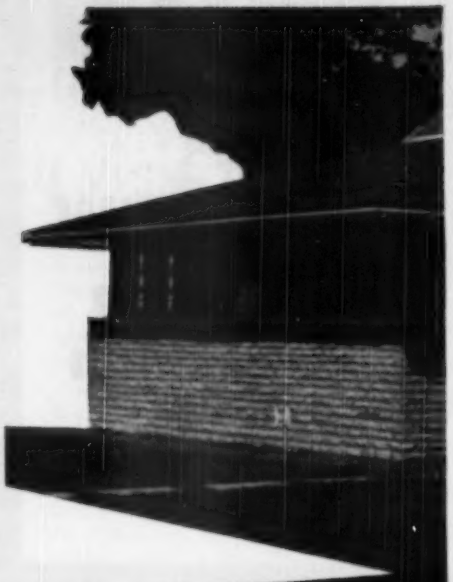


SKIL Products are made only by **SKILSAW, INC.**
5033 Elston Ave., Chicago 30, Ill.
Factory Branches in Principal Cities
In Canada: SKILTOOLS, LTD., 66 Portland St., Toronto, Ont.

SKIL Tools

NOW..

at little or no extra cost



You can include *All-Year*

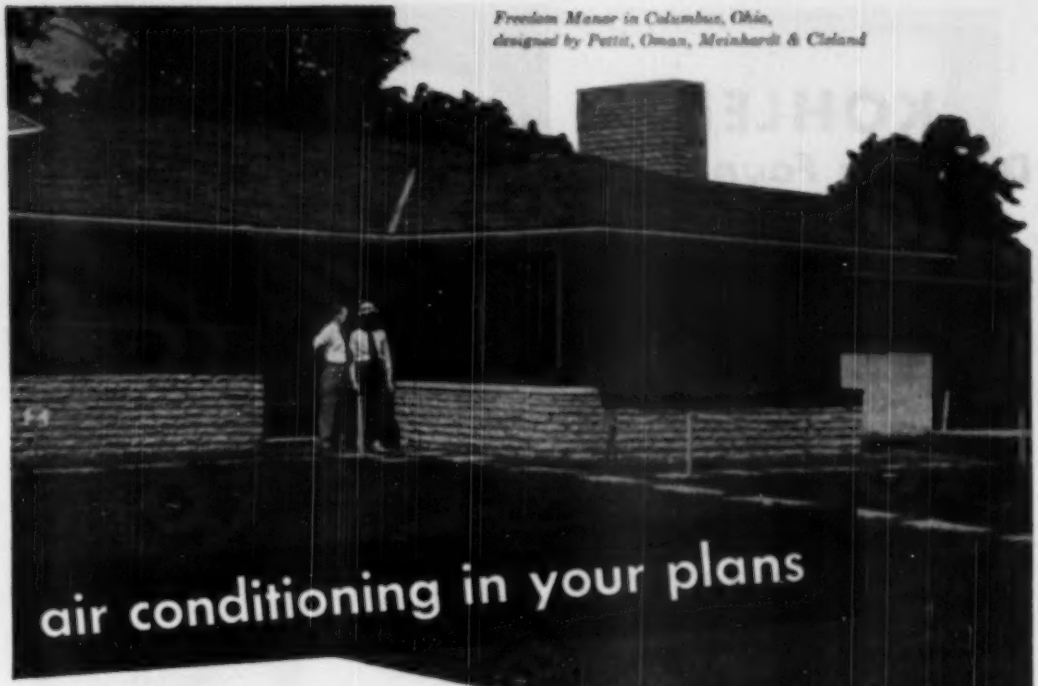
TODAY, one of the features people desire most in a home is *All-Year* Air Conditioning. Nothing provides them with such ideal year-round comfort — refreshing, dehumidified coolness in the summertime and instant, even warmth in wintertime . . . at the flick of a simple switch. And by deciding to include the Servel *All-Year* Air Conditioner early in the planning stages, you can give clients this ultimate in comfort without increasing the total price.

Recent studies and cost estimates have indicated that the additional expense of *All-Year* Air Conditioning —over and above a conventional heating plant—can be offset by eliminating certain standard units in a house. For instance, a house designed for *All-Year* Air Conditioning needs no porch, no fireplace, and no attic fan. Outside doors and windows may be kept closed; in fact, in many cases the glass may be fixed, which permits the use of a simple wood frame. Thus screens are not needed. In most parts of the country, the total savings will balance the extra cost of the Air Conditioning. And clients feel it's a marvelous exchange. They're glad to learn that there is a way you can give them this perfect, all-year control over the climate of their home.

Consider besides that the Servel unit can be used in any type, style, size or shape of home your client wants. It's not confined to any one type of architecture. Ask your local Gas Company for all the details and feel free to write to Servel, Inc., 2004 Morton Ave., Evansville, Ind.

Servel

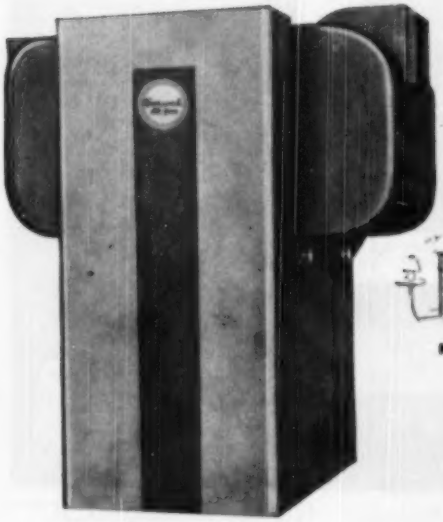
All-Year AIR CONDITIONER



Freedom Manor in Columbus, Ohio, designed by Pettit, Oman, Meinhardt & Cleland

air conditioning in your plans

Offset its cost with these savings...



Once you decide to include Servel *All-Year* Air Conditioning, there are a number of conventional features that can be eliminated from a modern home that will balance the added expense of the Air Conditioning. And this exchange wins favor with clients because the things they forego have value only during parts of the year . . . while Servel provides them with perfect comfort the whole year round.

NO FIREPLACE

NO PORCH

NO SCREENS

LOWER COST WINDOW CONSTRUCTION

NO ATTIC FAN

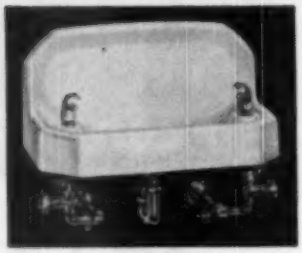
KOHLER
Drinking Fountains

easy to maintain . . .
conform to State health codes

Daybrook K-5335-A. Vitreous china wall-hanging type. Bowl 14x10".

Drinking fountains should receive careful consideration in the building or remodeling of plants, offices and institutions. Kohler drinking fountains, of vitreous china or enameled iron, perform efficiently throughout constant and often rough usage. They meet the health regulations of all States, appeal to architects' interest in design and beauty, and the concern of managers and superintendents for low-cost maintenance.

Other advantages include a drinking mound of the best angle and height for convenience and sanitation; an automatic volume regulator that keeps the mound uniform under varying pressures; a self-closing valve adjustable for continuous flow; an especially designed bubbler head that is proof against mischievous squirting. Write for "Kohler Plumbing Fixtures for Industrial Plants, Public Buildings, Clubs, Schools," showing a line of Kohler fixtures suitable for use in locker rooms, corridors, offices, medical departments, factory laboratories. Kohler Co., Dept. 9-P, Kohler, Wis.



Meadowbrook K-5355-A. Vitreous china. Two bubbler heads. Bowl, 24x13".

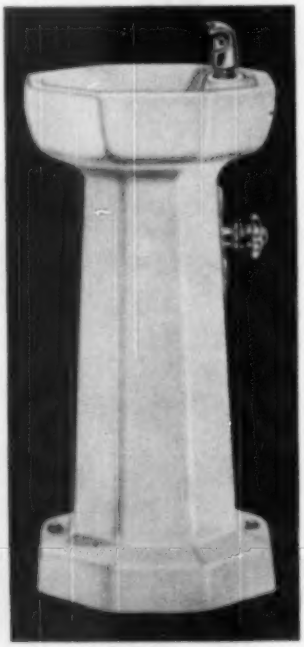
KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

Edgebrook K-5290-A. Enameled iron wall-hanging type. Bowl 15x8".

Rockbrook K-5340-A. Vitreous china wall-hanging type with back. Bowl 12x12x16".

Mentelle K-5400-A. Enameled iron, with four bubbler heads. 54x13½". Also available with two and three bubbler heads.



Carisbrook K-5374-A. Vitreous china pedestal type. Height 30". Diameter of bowl 13½".

These buildings were stuccoed with Brixment nearly 20 years ago. They are still in perfect condition.

YOU'LL GREATLY PREFER BRIXMENT STUCCO, TOO!

More Brixment is used for *brickwork* than any other masonry cement on the market. Literally thousands of architects, contractors and bricklayers prefer Brixment to any other mortar material.

Brixment makes better, more economical *stucco*, too. It is more plastic and easier to apply. It is used in leaner mixes, hence reduces hair-checking and crazing. It is stronger, more weatherproof and more permanent than "workable mixes" of portland cement and lime.

Brixment can cut your costs and give you *better stucco jobs*. For proof, please ask your dealer (or write us) for a copy of the handbook "Brixment for Stucco and Plaster."

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

NOW

A Tractor-Mounted All-Hydraulic Backhoe!

Here's a great new profit-making tool for contractors, cities, public utilities and towns. The New Oliver-Ware Hydro-Trencher is an all-hydraulic backhoe mounted on Oliver Industrial "77" or "88" Tractors. It's a smooth-acting, simply operated unit that will do a job comparable to much higher priced conventional backhoes . . . outperform many!

Note these profit-making features:

SIMPLE OPERATION. Smooth, finger-tip control hydraulic operation eliminates operator fatigue. Any man can operate this machine immediately . . . specially trained operators are not required.

SAFETY. No cables to break . . . no slipping brakes. Safety feature in hydraulic system reduces wear and tear on engine. Engine speed seldom has to go beyond idling.

COMPACTNESS. Unit can work in areas where truck and crawler mounted units cannot work.

MOBILITY. Tractor-mounted unit moves easily and quickly from job to job under its own power and is ready to dig on arrival.

STABILITY. Individually controlled hydraulic outriggers allow operation from a level position . . . hold tractor in place.

VERSATILITY. Digs in any kind of ground . . . over 10 feet deep at speeds comparable to any conventional backhoe. Hydraulic controls give boom down pressure for fast digging . . . a full bucket every time.

A Swing Loader Bucket Attachment is available for use with the Oliver-Ware Hydro-Trencher and can be installed in a few minutes.

For the complete story on this new, profit-making unit, mail the coupon.

THE OLIVER CORPORATION,
Industrial Division
19300 Euclid Ave., Cleveland 17, Ohio

Gentlemen:
Send me the facts on the new Oliver-Ware Hydro-Trencher.

Name.....

Company.....

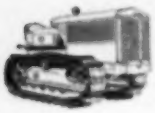
Address.....

City.....*State*.....

THE OLIVER CORPORATION

Industrial Division: 19300 Euclid Avenue, Cleveland 17, Ohio

A complete line of Industrial Wheel and Crawler Tractors



Get More Value!

Build better and faster—and at less cost with an all-purpose

DEWALT

Let one machine do the work of *many!* That's the way to compete profitably in today's building market.

One DeWalt gives you 10 power machines—helps you build faster, more accurately, and at lower cost. DeWalt starts your house for you—cutting rafters, studs, joists, bridging, fireblocks, stair horses, etc. DeWalt *finishes* your house for you—cutting interior trim, built-in cabinets, shelving, trellises, window boxes, etc.

DeWalt is fast, safe, accurate! Write for catalog. DeWalt, Inc., 14 Fountain Avenue, Lancaster, Penna. (Subsidiary, American Machine and Foundry Company.)

Only DEWALT offers you all these features!

1. **Finest motor possible combining:** Fiber glass & Formex insulation, highest grade magnetic steel. Sealed for life bearings. Relatively small in size, concentrating power at low temperatures. Highest ratings according to A.I.E.E. standards, with the highest possible pull out torque. Totally enclosed or protected type motors—eliminating dirt and moisture.

2. **Heat-treated aluminum**—for yoke, motor cases and guard. Lighter yet stronger.

3. **Maximum ripping capacity**—up to 38". Rips to center of 6-foot panel.

4. **Full work table top**—both in front and behind the guide strip.

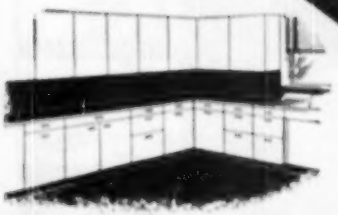
5. **Latches for locating** every 0° and 45° position—and cross-cut and rip positions.

6. **Adjustments for different widths** of ripping—on accurate, pre-loaded ball bearings.

1. Radial Arm Saw

CRANE

the preferred plumbing



The Crane *Sunnyday* Sink . . . porcelain enameled cast iron . . . in white and eight Crane colors. Single basin, double drainboard. 54" or 60". Also available, a complete line ranging from 36" to 72", all with Crane *Dial-ese* controls. Complete selection of matching wall and base cabinets. Consult your Crane Branch or Crane Wholesaler.

CRANE

CRANE CO., GENERAL OFFICES:
836 S. MICHIGAN AVE., CHICAGO 5

PLUMBING AND HEATING
VALVES • FITTINGS • PIPE

Building a name

One or two ads a year won't send buyers clamoring for a product. But, by keeping everlastingly at it, over a period of time, it's possible to create a public preference—if the product is a good one.

The ads on this page are just a start toward building such a preference for Armstrong's Temlok® Sheathing. Regularly, for over two years, we have been telling the story of Temlok Sheathing with full-color advertisements in national consumer magazines. It's a story people want to read, because Temlok Sheathing saves them money, provides insulation, and makes a stronger house. Contractors tell us that this advertising is becoming more and more effective and that Temlok is the kind of product that deserves the good name it's earning. For complete information about Temlok Sheathing, see your lumber dealer or write to Armstrong Cork Company, 1604 Ross Street, Lancaster, Pennsylvania.

Armstrong's Temlok

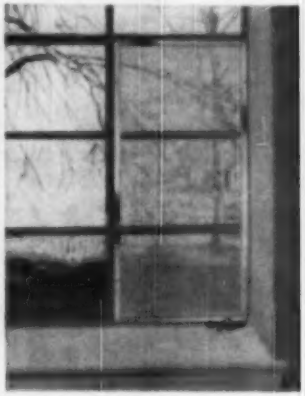
FABRICO*

ALL-ALUMINUM SCREENS

FOR EASY SALES AND GREATER PROFITS

FOR WOOD WINDOWS:

No ladder needed—Reinforced by cross brace, screens can be hung or removed from inside the house. Very light weight. Easily handled by Mrs. Housewife.



FOR METAL WINDOWS:

Attached with WING CLIPS (at no extra cost). After installation, no screwdriver needed to change or remove screen for window washing. Flips off instantly. No loose screws to get lost.

Because they are light in weight, they are easy to Handle—Demonstrate—Deliver. (Many customers will take them home in their own cars.)

Made of rust-free aluminum and packaged in a handy carton. *Do not deteriorate while in the warehouse.* Take up minimum stockroom space, because carton of 10 screens is under 5" thick.

Manufactured by modern methods—assembled on a production line—by people with a decade of experience in aluminum screens: Your Guarantee for *uniform top quality and freedom from consumer complaints.*

All standard sizes for wood and metal windows available from stock—shortest delivery time on special orders. You can take *all* your screen problems to Fabrico.

DISTRIBUTORS INVITED

For samples, prices and information on available franchises, write Department D

Screens & Fabricated Metals Corp.

NORTH BERGEN • NEW JERSEY

IN ANY QUANTITY — IN ONE QUALITY — THE BEST!

Why consumers go for

FABRICO

ALL-ALUMINUM SCREENS

Light Weight. Screens are easily handled—quickly installed.

Rolled Tubular Section. 18 x 14 mesh Alclad aluminum screening combines corrosion-resistance with maximum strength. Held at maximum tautness by specially-designed aluminum spline. Precision engineered for maximum strength and rigidity.

Rugged Strength.
Will Not Red-Rust.
Need No Painting. No upkeep.

Corner Locks give wedge fit without corrosive effect or discoloration.

No Stains, no discoloration of walls, woodwork, draperies or blinds.

Hardware Included—complete with rust-resisting hanging or attaching devices. Can be used also to hang storm windows. WING CLIP for casement windows.

Protective—A glowing cigarette or windswept burning leaves will not harm the screen.

* REGISTER APPLIED FOR

New American Super 8 Sander cuts more than Two Standard 8's!

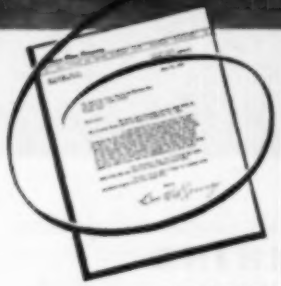
SAYS BEN W. KENNEY
KANSAS CITY FLOORMAN

"We have just finished another day at the Lucerne Hotel where we have a 35,000 sq. ft. job.

"I just wanted to tell you about the performance we are getting with our new American Super Eight. We had a 55 gal. barrel completely full of dust in 3½ hours operation. We are using two standard eights in another part of the building and they are not cutting together as much as the Super 8. Some of these floors are extremely rough but no open coat nor diagonal cutting has been necessary. In fact, there is even little lapping. We have set the drum speed at 2600 r.p.m. and run continuously at this speed.

"Incidentally this fast cutting has been done with the new American Black Demon resin bond.

"Within thirty days I hope to replace five standard eights with five super 8's."



Ben W. Kenney, veteran floorman of Kansas City, Mo., started years ago as a horseman in Wyoming. Then he switched to floor sanding and has steadily expanded this business. Shown above is the line-up of American machines and equipment used by the Acme Floor Co., operated by Ben Kenney and Forest C. Kenney . . . a line-up that means *profit* for the floorman!

Since writing this letter Mr. Kenney has replaced three more Standards with the new American Super 8—further proof of its outstanding performance! Send coupon today for more details!

AMERICAN
FLOOR MACHINES

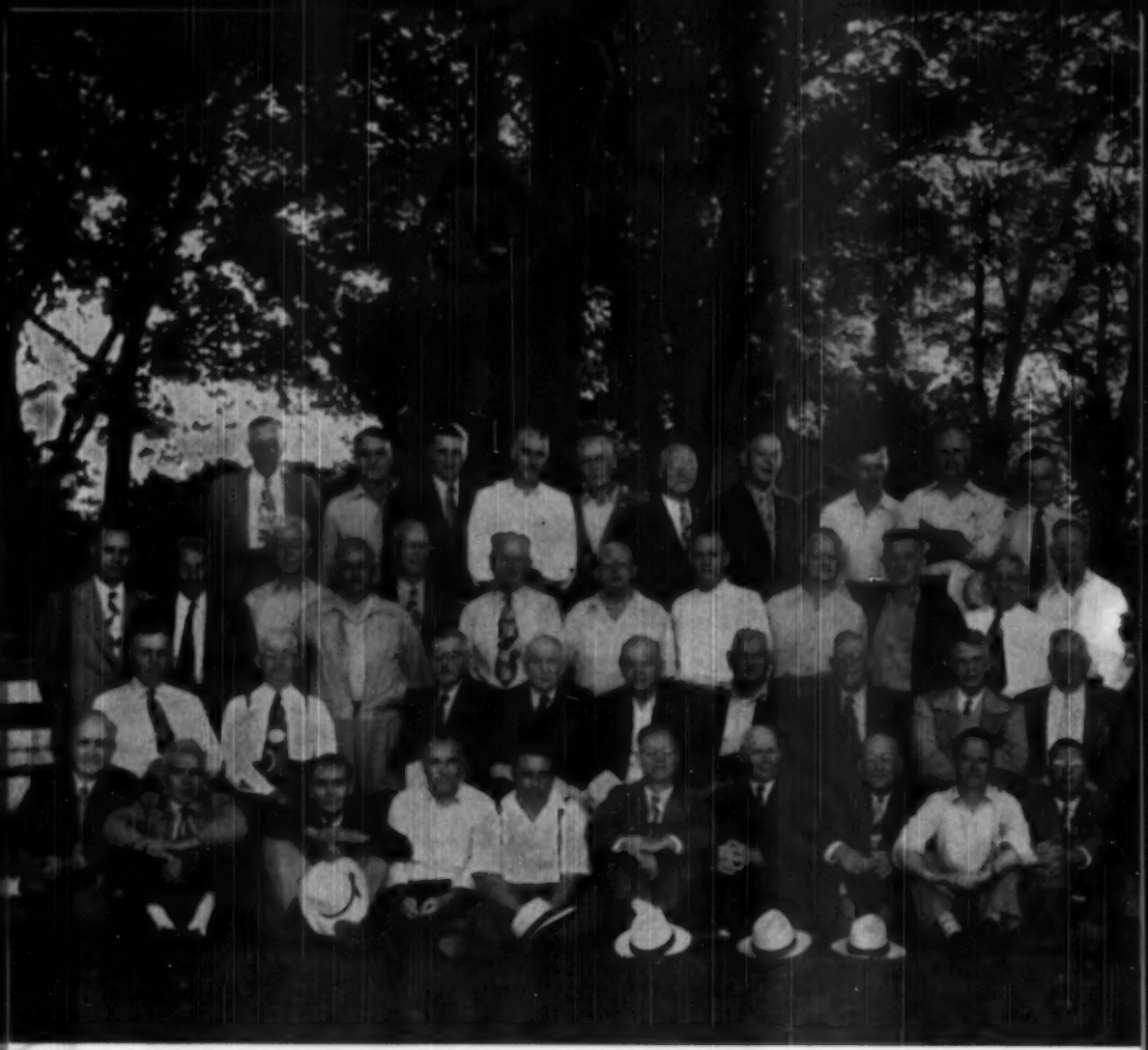
The American Floor Surfacing Machine Co.
511 So. St. Clair St., Toledo 3, Ohio

☐ Please send free description and prices on the new American Super 8 Floor Sander. No obligation.

Name _____

Street _____

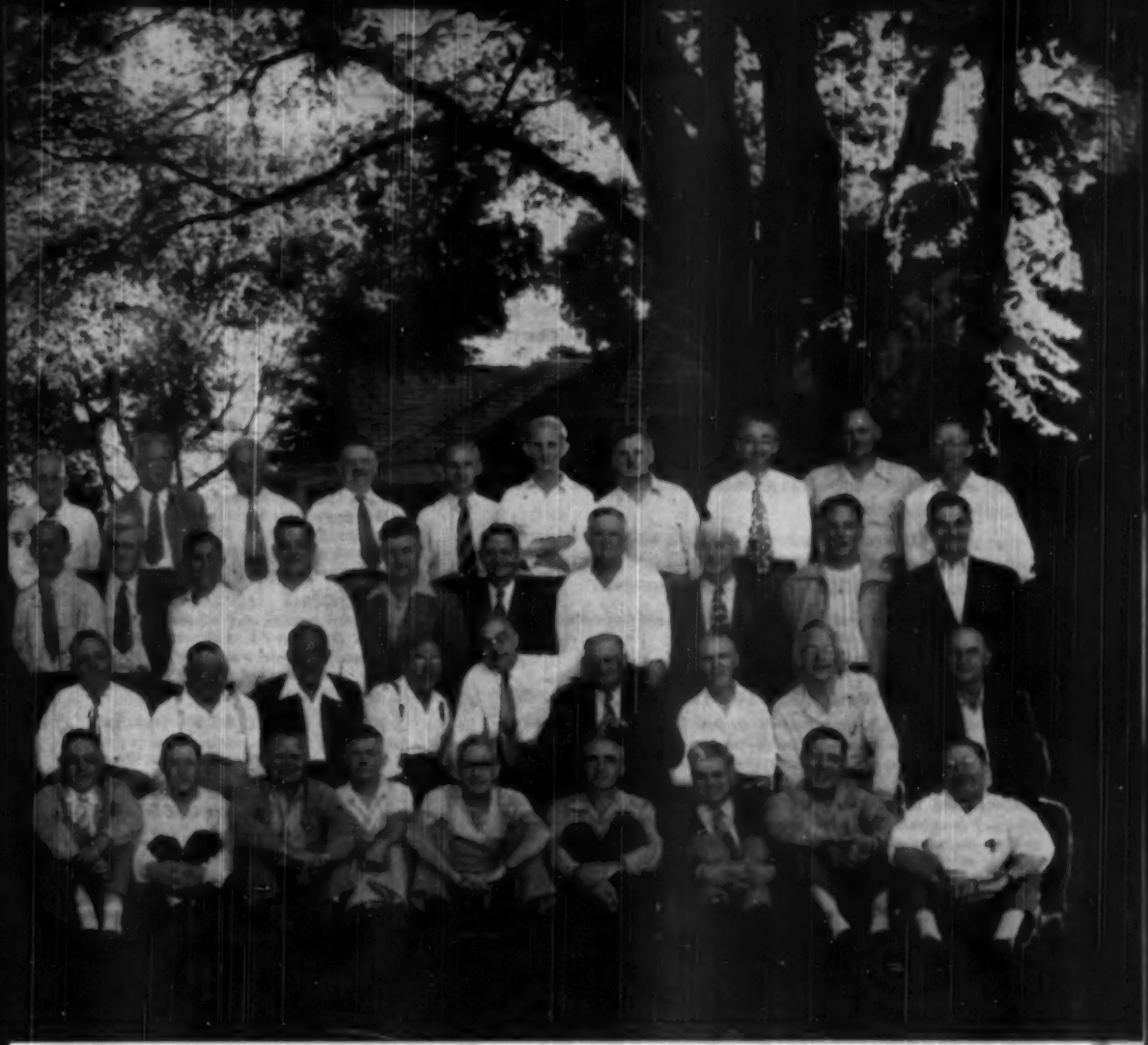
City _____ State _____



3000 YEARS OF "KNOW-HOW" BEHIND

ANDERSEN

Windowalls®



HERE ARE THE VETERANS OF OUR 750-MAN "CREW" who collectively picture one of the best reasons Andersen WINDOWALLS are so highly regarded throughout the building industry.

Every man Jack in this photograph has been employed by the Andersen Corporation for at least 25 years. Together they have more than 3000 years of window making "know-how." In all, there are 104 Andersen quarter-century veterans—nearly one in every seven Andersen employees!

The experience these men have acquired through the years adds up to just one important thing for you—it means that when you buy, specify, use or own Andersen WINDOWALLS you have the finest product human skill can produce.

*TRADEMARK OF ANDERSEN CORPORATION

Andersen Corporation • BAYPORT • MINNESOTA

MORE POWER *than ever!*
GREATER VALUE *than ever!*

Again in 1950, Chevrolet is the outstanding leader in the entire truck field! Chevrolet brings you more power—and more value—than ever before. *These 1950 P•L trucks are the most powerful trucks Chevrolet has ever built!*

Chevrolet—and only Chevrolet—leads the field in popularity, performance, payload and price. Chevrolet—and only Chevrolet—has earned the right and proved its right to leadership.

See your Chevrolet Dealer today. He sells a P•L truck for every trucking job. And every one gives you MORE POWER . . . GREATER VALUE . . . than ever!

CHEVROLET MOTOR DIVISION, *General Motors Corporation*
DETROIT 2, MICHIGAN

Out in front with all these PLus *Features:*

• TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the improved 93-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load • THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy action engagement • SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting • HYPOID REAR AXLES—5 times more durable than spiral bevel type • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • ADVANCE-DESIGN STYLING with the "Cab that Breathes" • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—precision built.

CHEVROLET
P*L*
ADVANCE-DESIGN TRUCKS

P*opularity L*eaders

The public's overwhelming preference for Chevrolet trucks is proof of owner satisfaction earned through the years. Beyond question, Chevrolet P•L trucks are the nation's leading choice in the entire truck field.

P*erformance L*eaders

The new Chevrolet P•L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

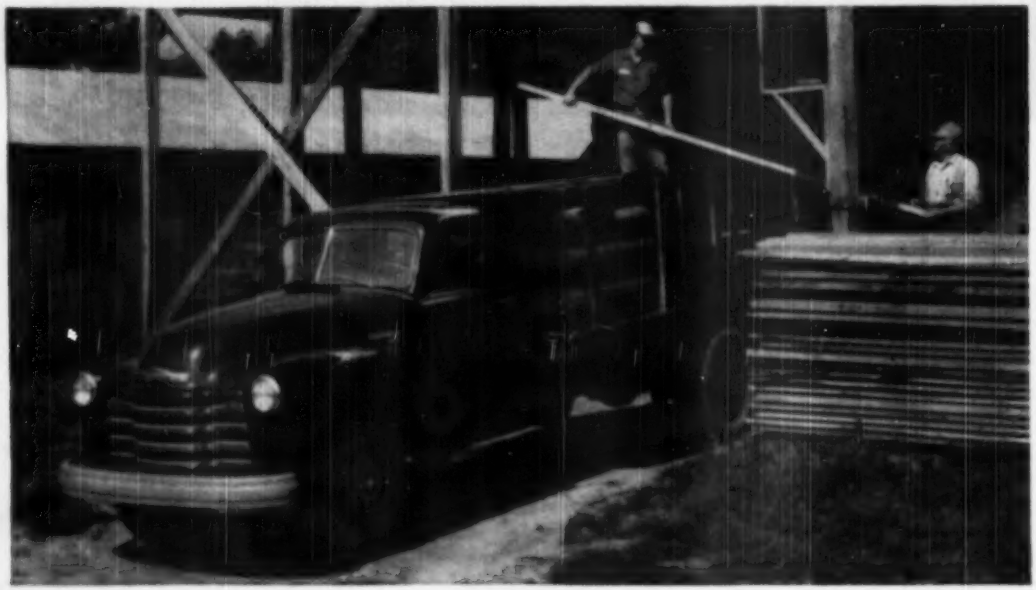
P*ayload L*eaders

The rugged construction and all-around economy of Chevrolet P•L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

P*rice L*eaders

From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value—all add up to the lowest price for you.

CHEVROLET



Right from House Beautiful

A preview of the May 1950 issue of House Beautiful reaching your best customers on or about April 20th

THE *emerging* AMERICAN STYLE

Continuing their policy of aggressive, foresighted editing, House Beautiful's editors tackle a subject, beginning with the May issue, that is of vast significance to anyone connected with the home building industry.

For nearly ten years, HOUSE BEAUTIFUL has been gathering evidence, tracing origins of design, sifting truth from propaganda. And now, at last, its Editors are ready to state that ***"an American Style has been born, and is growing into maturity."***

The birth of this style and the reasons for it are clearly explained in the May issue's lead editorial. Thirty-eight pages are devoted to an explanation of the subject and pointing out its significance.

It "has grown from the traits of our American character," say HOUSE BEAUTIFUL's Editors, ". . . has evolved out of our talent for manipulating the practical, the everyday, the ingenious, the technical. It has emerged because we have realized that our present environment matters more than our heredity."

But, in line with their usual editorial practice, they have stressed the practical rather than the theoretical side of the American Style development. The actual *working* of it, they claim, is the best guide to its recognition. "Unless it offers some gain or improvement in performance over that of previous things—it rules itself out. *Only if it works better is it eligible.*" An actual set of criteria for recognizing it is included in the introduction. But, beyond that, a practical approach, in terms of its being influenced by an American way of life, is also presented.

Be sure to read this lead news story carefully, as well as the more specific features which spring from it. And watch for later discussions in the nine succeeding issues. Their effect will be felt throughout the building industry.

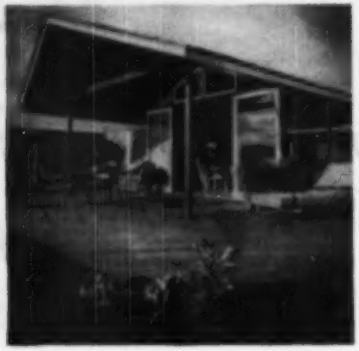
TO HELP YOUR BUSINESS GROW

Every issue of House Beautiful is jam-packed with ideas and information that can help you get more business. But, we've been told, if you could have that information in advance, you could plot your sales strategy to hit at the time that your best prospects are most excited about what they've seen in their House Beautiful. Here, and on the next three pages, is our answer to that logical suggestion. This multiple-page preview of the next issue of House Beautiful will be a regular monthly feature in American Builder. Watch for it . . . use it! It will help your business grow!

HOUSE BEAUTIFUL MAGAZINE

right from House Beautiful

HOW TO RECOGNIZE
the emerging american style



Six pages of photographs and explanatory text in the next HOUSE BEAUTIFUL illustrate the emergence of the American Style in architecture and home building. One speculative house is used to symbolize the ten main characteristics of the emerging trend:

- the merging of indoors and outdoors, optically, via glass. Which is now feasible in any climate.
- the dominance of the family's fun and recreation in the house planning and land use.
- the insistence on privacy, indoors and out, even on a small lot.
- the realistic solving of the service problems of home-ownership, which have been ignored heretofore.
- the use of durable materials in construction and decorating which do not need pampering.
- the achievement of a relaxed, friendly, atmosphere through an uninhibited mixing of old things and new ideas.
- the absence of ostentatious show-offism, either on the street front or anywhere else.
- the designing of the house and land as one integrated thing, instead of as two things which have no relation to each other, thereby producing an interlocking usefulness not otherwise possible.
- an adroitness in room-planning, so all rooms have good exposures and none have undesirable exposures.
- the use of optical illusion, to give spaciousness to small houses and small lots.

The factors under consideration in this article are now influencing, or will influence in the future, the plans of prospective home-owners. And, as a consequence, they will affect enormously the entire building industry! So study them, in their entirety, starting on page 146 of the May HOUSE BEAUTIFUL.

Editorial credits for construction materials have, of course, been included.

CLIMATE CONTROL

Better your living with climate control

Last year, HOUSE BEAUTIFUL introduced a continuing editorial program — HOUSE BEAUTIFUL's Climate Control Project. It has been termed one of the most significant contributions to the home building industry of the last decade.

In May HOUSE BEAUTIFUL presents a complete analysis of one of its "climate-wise" houses . . . this one for the Kansas City - St. Louis climate region. An actual house has been designed for this region by *House Beautiful* and is presented in the May issue. Study it whether or not you operate in this region, because it contains a multitude of *basic* Climate Control principles.

Design, location and construction are all aimed at one goal—comfort . . . and all the weather elements that make up climate have been taken into consideration. It's positive proof that careful planning for Climate Control can produce the desired effect, without increased cost . . . for this is a $15,000 house, and it has no dazzling tricks or fancy gadgets.

By means of a series of detailed drawings and accompanying explanatory text, beginning on page 167 of May HOUSE BEAUTIFUL, a sensible solution to the difficult climate of its area is presented . . . including the careful planning of insulation, flooring, ventilation, and the harnessing of the sun for summer *and* winter comfort. Typical of the detailed thought involved is the "zoned" flooring for comfort and convenience . . . cork over concrete in one area, asphalt tile in another, ceramic tile in a third.

HOUSE BEAUTIFUL's Climate Control Project has stimulated enormous interest among members of the building industry as well as the public as a whole. Individual "climate-wise" house editorials for particular regions are influencing more and more home-planners. You'll find it well worth your while to follow them carefully. They'll be appearing regularly in HOUSE BEAUTIFUL for months to come.

The editorials digested on these pages are just a sample of the architectural and building news contained in the May issue! Watch for the other provocative editorials which will have a profound effect upon your customers . . . including "The New American Architecture Started 70 Years Ago," "The Characteristics That Have Shaped Our Style" and "The American Ideal of Leveling Up."

advertisers'
BULLETIN BOARD

A directory of the building and allied industry advertisers in the May HOUSE BEAUTIFUL . . . which will reach your best customers on or about April 20th. FREE mounted counter cards for those products preceded by a number are available. See coupon on last page for easy method of ordering.

SURFACING MATERIALS

Roofing

1. CAREY FIRE-CHEX SHINGLES
   PHILIP CAREY CO.
2. JOHNS-MANVILLE AMERICAN COLONIAL ASBESTOS ROOF SHINGLES
   JOHNS-MANVILLE CORP.

For re-roofing or new roofs, American Colonials are the asbestos shingles that have a textured grain, staggered edges and come in pleasing colors. They are made of asbestos and cement—practically indestructible. Johns-Manville shingles last 40 years. Not one has ever burned or worn out.

Walls and Ceilings

3. MISSISSIPPI STRUCTURAL GLASS
   MISSISSIPPI GLASS COMPANY
4. PERMA-STONE
   PERMA-STONE COMPANY
5. WALLPAPERS BY STRAHAN
   THOMAS STRAHAN COMPANY

In May, Strahan presents three important wallpapers from the new collection. Famous for quality stock and the finest printing techniques . . . Strahan also offers up-to-the-minute color styling and patterns suitable for the homes of today. Sell Strahan wallpapers and enjoy the satisfaction of a satisfied customer.

6. SUNTILE
   CAMBRIDGE TILE MFG. CO.
7. VIKON METAL TILES
   VIKON TILE CORPORATION
8. VITROLITE GLASS PANELING
   LIBBEY-OWENS-FORD GLASS CO.
9. WARNER WALLPAPER
   WARNER COMPANY

Floors

10. KENCORK
    DAVID E. KENNEDY, INC.

Kencork, by the makers of Kentile, offers practical elegance no other floor can match. Beautiful Kencork is amazingly durable and mellows into infinite richness with the passing years. Easy to clean, comfortable and quiet under foot. Surprisingly moderate in cost when you consider the many years of service it gives.

11. NAIRN INLAID LINOLEUM
    CONGOLEUM-NAIRN, INC.

Congoleum-Nairn introduces a new way to safeguard floor covering investment. Doubly certified Nairn Inlaid Linoleum bears a warranty unique in the floor covering field, "Satisfaction Guaranteed or Your Money Back." Fully protected by this guarantee, you can now inspire customer interest and confidence by featuring doubly certified Nairn Inlaid Linoleum.

DOORS, WINDOWS & EQUIPMENT

12. BURROWES COMBINATION WINDOWS
    THE BURROWES CORP.
13. CINCO STO-A-WAY COMBINATION WINDOWS
    THE CINCINNATI FLY SCREEN DIV. F. C. RUSSELL CO.
14. LEVELOR VENETIAN BLINDS
    LORENTZEN HARDWARE MFG.
15. MODERNFOLD DOORS
    NEW CASTLE PRODUCTS
16. SOLAR AIR-FLO ENGINEERED WINDOWS
    SOLAR AIR-FLO, INC.

Solar Air-Flo all-weather windows are furnished with louvered sections at top, bottom or sides of stationary pane. Weather-tight baffle doors regulate circulation of fresh air. Screens, removable from inside for cleaning, are concealed in air-flo section. Stock size units for easy installation, manufactured by Solar Air-Flo, Inc., Elkhart, Indiana.

17. TRUSCON STEEL WINDOWS
    TRUSCON STEEL COMPANY

PAINTS

18. CABOT CREOSOTE SHINGLE STAINS
    SAMUEL CABOT COMPANY
19. COLORIZER PAINTS
    COLORIZER ASSOCIATES
20. NU-HUE CUSTOM COLOR PAINTS
    MARTIN-SENOUR COMPANY
21. RAMUC ENAMEL FOR POOLS
    INSETOL CO., INC.

SANITARY EQUIPMENT

Plumbing

22. CASE BATHROOM FIXTURES
    W. A. CASE & SON MFG. CO.
23. CHURCH SEATS
    C. F. CHURCH MFG. CO.
24. CRANE BATHROOM FIXTURES
    CRANE CO.
25. ELJER PLUMBING FIXTURES
    ELJER COMPANY
26. ELKAY LUSTERTONE SINK
    ELKAY MANUFACTURING CO.

*NO DRIP TAPE
J. W. MORTELL CO.

HEATING & VENTILATING

28. AMERICAN-STANDARD MOHAWK GAS-FIRED AIR CONDITIONER, AMERICAN-STANDARD STANFLAME CONVERSION BURNER
    AMERICAN RADIATOR & STANDARD SANITARY CORP.

Featuring two automatic gas-fired heating units American-Standard presents its efficient cost item Mohawk Winter Air Conditioner and the new economical, safe-operating Stanflame Conversion Burner. These units are representative products of the complete line of heating equipment and plumbing fixtures manufactured by American Radiator & Standard Sanitary Corporation.

29. CHELSEA COMFORT-COOLING ATTIC FANS
    CHELSEA FAN & BLOWER CO., INC.

Complete package units for attic floors or wall type mounting; spring-supported for quiet, vibration-free operation; easy to install—high air delivery. Sizes from 24" to 60", with guaranteed rating from 5,000 to 20,000 CFM. Provide a change of air per minute throughout the entire house. Catalog on request.

30. FEDDERS ROOM AIR-CONDITIONER
    FEDDERS-QUIGAN CORP.
31. FITZGIBBONS STEEL BOILER
    FITZGIBBONS BOILER CO., INC.

The new Fitzgibbons "200" Series Steel Boiler now brings to even the smallest of homes luxurious quality at a budget price, providing the abundant warmth, year-round tankless domestic hot water, and outstanding fuel saving long characteristic of all Fitzgibbons residential steel boilers. Bulletins covering this and larger Fitzgibbons Boilers on request.

32. ILG VENTILATORS
    ILG ELECTRIC VENTILATING CO.
33. MOR-SUN FURNACE
    MORRISON STEEL PRODUCTS, INC.
34. VENT-A-HOOD KITCHEN VENTILATORS
    VENT-A-HOOD CO.
35. WEBSTER BASEBOARD HEATING
    WARREN WEBSTER & CO.

Read what a well-known architect says about Webster Baseboard Heating—in the Webster advertisement in May House Beautiful. See how well Webster Baseboard Heating fits into custom-built houses. Widely used in garden apartments and low cost homes, too. Eliminates cold outside wall. Mild heat, clean, low fuel cost.

36. WINKLER LP OIL BURNER
    U. S. MACHINE CORP.
37. WILLIAMS OIL-O-MATIC OIL BURNER
    EUREKA-WILLIAMS CORP.

How to buy Automatic Oil Heat is clearly explained in "There is a Big Difference in Oil Burners" currently offered. Complete comparison chart shows all types and kinds. Oil-O-Matic has pioneered the Low Pressure Principle for 30 years. Latest advantage is that the new Oil-O-Matic Model Fifty-Ten will burn new better but harder-to-burn catalytic oils.

HOME ELEVATORS

38. INCLINATOR HOME ELEVATORS
    INCLINATOR COMPANY OF AMERICA

The Inclinator Company of America is the pioneer of simplified lifts for the home. Both vertical lifts and inclined lifts, to be used on stairways. Easy to install, operate from home lighting circuits, and have complete safety equipment. Vertical lift may be installed in the open or in shaft. Installation costs are low.

right from House Beautiful

39. SEDGWICK RESIDENCE ELEVATORS
Sedgwick Machine Works
One-story convenience for two-story dwellings can be achieved by planning for installation of residence elevators, stair-travelers and dumb waiters. Vertical transportation not only enables home owners to have the convenience of one-story living but, in addition, provides many other desirable advantages: such as higher levels, healthier sleeping quarters; greater privacy.

MAJOR APPLIANCES

40. APEX DISH-A-MATIC
Apex Electrical Mfg. Co.
Add greater sales appeal to modern kitchen plans with new Apex DISH-A-MATIC—the only automatic dishwasher that SUPER-heats its water to germ-killing 180° in a built-in electric hot water tank. Powerful national advertising is winning greater acceptance for the beautiful sink model, compact separate unit, and drop-in model.

41. DORAY AUTOMATIC DEFROSTER
Doray, Inc.

42. FRIGIDAIRE ELECTRIC DE-HUMIDIFIER
Frigidaire Division
General Motors Corp.

43. G. E. AUTOMATIC DISHWASHER
General Electric Company

44. GENERAL T-12 FLOOR CONDITIONER
General Floorcraft, Inc.
Only General T-12 Floor Conditioner gives—Larger, perfectly balanced precision-built machine; covers over 12" path; larger, more fully packed brushes with longer fibre; complete line of attachments for every floor care; side handles—slight extra cost—replace long handles for polishing furniture, table tops, auto. Cooperative and national advertising.

45. PHILCO HOME FREEZER
Philco Corporation
PREDICTED MOST IDEAL-SIZED FREEZER for 1950, a 12 cu. ft. chest-type model has been added to the popular four and eight foot Philco Freezer line. With new sloping front Model EH-121 provides better accessibility with 70% of storage space above knee-level. Three Upright Models are also available.

46. REGINA TWIN-BRUSH POLISHER
The Regina Corporation
The most extensive national advertising campaign in its history plus retail selling helps is what the Regina Corporation, Rahway, N. J., is putting behind the Regina Twin-Brush Polisher. Progressive retailers are realizing the tremendous sales possibilities of this product, retailing at $59.50. It is indeed America's No. 1 Scrubber and Polisher.

47. UNIVERSAL SELECT-A-RANGE
Landers, Frary & Clark

KITCHEN CABINETS

48. COPPES NAPANEE CUSTOMBUILT KITCHENS
Coppes, Inc.

49. CURTIS KITCHEN CABINETS
Curtis Companies, Inc.

50. ELGIN STEEL KITCHENS
Elgin Steel Kitchens

51. GENVA MODERN KITCHENS
Geneva Modern Kitchens

52. KITCHEN-KRAFT STEEL KITCHENS
Midwest Mfg. Co.

*PORTA-BILT CUSTOM KITCHENS
Mutschler Bros.

LIGHTING & WIRING

53. CUTLER-HAMMER MULTI-BREAKER
Cutler-Hammer, Inc.

MISCELLANEOUS BUILDING

54. MEDUSA CEMENT
Medusa Portland Cement Co.

55. NICHOLS ALUMINUM CLOTHESLINE
Nichols Wire & Aluminum Co.

*TELESCOPE HANDLE HOUSE WASHER
Tucker Mfg. Co.

FENCES

56. ANCHOR CHAIN LINK FENCES
Anchor Post Fence Div.
Anchor Post Products, Inc.

57. DUBOIS WOVEN WOOD FENCE
DuBois Fence & Garden Co., Inc.

58. HABITANT RUSTIC WOOD FENCE
Habitant Fence, Inc.

59. RUSTICRAFT FENCES
Rusticraft Fence Co.

GARDEN EQUIPMENT & ACCESSORIES

*DAVIS POWER MOWER
G. W. Davis Corporation

60. DOO-KLIP SHEARS
Lewis Engineering & Mfg. Co.

61. ECLIPSE POWER MOWER
Eclipse Lawn Mower Company

*ESHELMAN GARDEN TRACTOR
Eshelman

*GRAVELY TRACTOR
Gravely Motor Plow & Cultivator Co.

*IRI-GATOR
Thomas Manufacturing Co.

62. JOHNSTON LAWN PATROL POWER MOWER
Johnston Lawn Mower Corp.

*MAJESTIC OUTDOOR FIREPLACE UNIT
The Majestic Company

*NATIONAL POWER MOWER
National Mower Co.

*SANDEE FEATHER LITE GARDEN HOSE
Sandee Mfg. Co.

63. SUNBEAM HEDGE TRIMMER
Sunbeam Corporation

64. SUNBEAM RAIN-KING AUTOMATIC SPRINKLER
Sunbeam Corporation

*TRIM MASTER, JR.
E. F. Britten & Co.

PLANT FOODS, WEED KILLERS

65. END-O-PEST
Swift & Company

65. END-O-WEED
Swift & Company

65. VIGORO
Swift & Company

*MICHIGAN PEAT MOSS
Michigan Peat, Inc.

66. TRANSPLANTONE
American Chemical Paint Co.

66. WEEDONE
American Chemical Paint Co.

*WEED-WALLOP
Geo-Quick

*WEED-WAND
Geo-Quick

* No counter card available.

SEND FOR *free* HOUSE BEAUTIFUL WINDOW AND COUNTER DISPLAY CARDS THIS EASY WAY

(1) Circle below the number which appears beside the advertisement you wish mounted. (2) Clip this coupon and paste it on your letterhead or company order form. (3) Mail it to: *Merchandising Division, HOUSE BEAUTIFUL Magazine, 572 Madison Avenue, New York 22, N. Y.*

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66									

REVOLUTIONARY NEW BOSTITCH H4 HEAVY-DUTY STAPLING HAMMER

using heavier, longer staples, cuts your building costs

"3 TIMES FASTER THAN HAMMER AND NAILS"

report enthusiastic users

Applying insulation pads with Bostitch H2 Medium-Duty Stapling Hammer at top speed with much less worker fatigue than with hammer and nails.

Applying metallic insulation between studs in record-breaking time with Bostitch H2 Stapling Hammer. One hand free for placing material.

Applying coarse screen to wooden frames with Bostitch H2 Stapling Hammer. A single blow drives home each staple. What speed!

Workers welcome Bostitch Stapling Hammers for outside work in winter . . . They can now keep both gloves on while working.

what users say about BOSTITCH H4's:

"We now apply three squares of asphalt shingles in the time we used to take for one," *writes roofing contractor.*

"30% labor savings on roofing and siding jobs," *says pre-fab house maker.*

"Cut labor costs in half applying heavy diamond mesh metal lath," *reports a successful builder.*

Yes, this is it! The new Bostitch H4 Stapling Hammer. A tested and approved tool that drives $\frac{3}{4}$" staples. Rugged staples made from $\frac{1}{16}$" wire flattened to .070" x .050" for easy penetration. Staples that spread their sturdy legs deep inside the work for added holding power.

This new H4 Hammer is sure to make as big a hit as the time-tested medium-duty Bostitch H2 Hammer. The H2, you know, has been adopted as standard by many insulation manufacturers and contractors. Builders, too, are enthusiastic about H2's for screening, lathing and roof-papering jobs. So, team up both Bostitch stapling hammers for faster, better fastening on every job.

This team lets you take *full* advantage of all the cost-cutting, time-saving features of the Bostitch Stapling Hammer principle. *One-hand operation* . . . other hand free for better and faster placing of materials. *One effortless blow* drives the staple all the way home. *Extra reach* cuts staging needs. And remember! *No mashed fingers . . . no infected mouths.*

You're losing money every day you're without Bostitch Stapling Hammers. Why delay? Mail the handy return card below for more information and a free demonstration . . . without obligation.

BOSTITCH

fastens it better, AND FASTER with wire

ALL TYPES OF MACHINES FOR APPLYING STAPLES

ALL TYPES OF STAPLES APPLIED BY MACHINES

Trade Mark "BOSTITCH" Registered
U. S. Patent Office and Foreign Countries

BOSTITCH, 558 Mechanic Street, Westerly, Rhode Island

Please send me literature and prices on

- ☐ H4 Heavy-Duty Stapling Hammer
- ☐ H2 Medium-Duty Stapling Hammer
- ☐ T5 Automatic Tackers
- ☐ Also arrange a demonstration as soon as possible

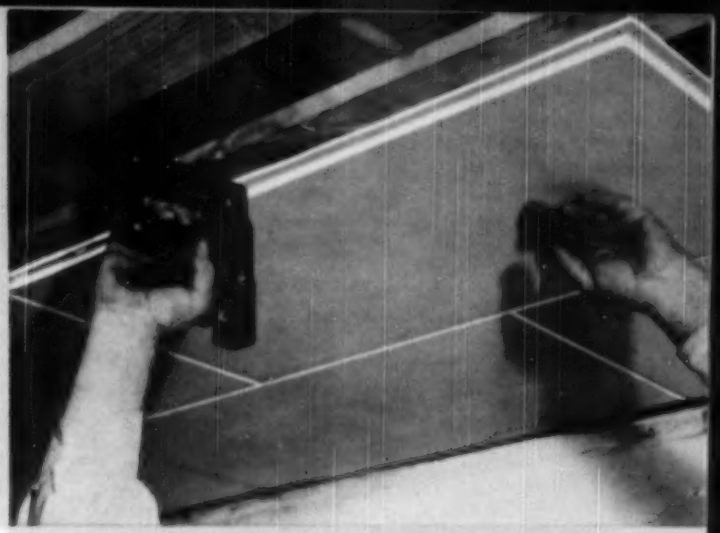
NAME ..... TITLE .....

FIRM .....

STREET .....

CITY ..... ZONE ..... STATE .....

You, too, can CUT COSTS IN TIGHT PLACES with the BOSTITCH T5 TACKER



Installing ceiling tile in half the former time. One hand free for placing material. No danger of marring surface. No dirty finger marks.

DRIVES STAPLES WITHIN 1/16" OF INSIDE CORNERS

Another Bostitch one-hand tacking method that saves time, money and effort in building operations. With the Bostitch T5 Automatic Tacker, many tacking and light nailing jobs become easier and faster. You place its nose just where you want the staple . . . squeeze the trigger . . . and you've spring-driven a sturdy staple all the way in and exactly where you want it. No missed shots! No marred surfaces! No bruised fingers! Nothing like it for applying metal lath, cornerite, insulation, ceiling panels, etc. Firms now using Bostitch T5 Tackers for such jobs agree that 50% savings are automatic.

This easy, front-door-loading tacker comes in 3 models to take staples of various sized wires and leg lengths.

Fill in the reply card and mail it today for complete information

Self-fed staples speed work in corners where it would be slow and awkward to hold a tack or nail with the fingers.

This worker is applying metal lath to a ceiling with a cigarette in one hand . . . thanks to his handy Bostitch T5 Tacker. Easy does it.

Applying screen to door frames with Bostitch T5 Tacker . . . faster, neater, more secure. Tiny nose takes the guesswork out of staple location.

Reinforcing corner of wooden frame with Bostitch T5 Tacker with amazing speed. He squeezes the trigger and drives the staple right where he wants it.

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

First Class Permit No. 34, Sec. 34.9 P. L. & R., Westerly, R. I.

BOSTITCH

558 Mechanic Street

Westerly, Rhode Island

BOSTITCH

fastens it better, AND FASTER with wire

ALL TYPES OF MACHINES FOR APPLYING STAPLES

ALL TYPES OF STAPLES APPLIED BY MACHINES

Trade Mark BOSTITCH Registered U. S. Patent Office and Foreign Countries

there's a rainbow in the kitchen

when you specify Curtis Cabinets!

If Mrs. Homeowner prefers shell pink, sage green or powder blue in her kitchen cabinets, she can have what she wants—when you specify Curtis wood cabinets. For these sturdy, lifetime-lasting cabinets are finished two coats at the factory—ready to paint in the color of the owner's choice. Colors can be changed at will, quickly and inexpensively.

Curtis cabinets arrive on the job in dustproof cartons—ready to fit together, quickly and easily, into any size or shape of kitchen. Built like fine furniture, these cabinets have modern refinements and conveniences—easy-sliding drawers—greater storage space—special cabinet units that fit "around a corner"—expert machining and workmanship—a place for everything! Hardware is furnished for each unit.

Curtis cabinets have a wide range of use in schools, church kitchens, laboratories, libraries, hospitals, laundries and clubs. Domestic science departments in schools and colleges find Curtis cabinets an aid to better teaching.

For true kitchen flexibility—in colors and arrangement—specify Curtis wood cabinets.

A Curtis "cabinet wall" will insure ample storage space in the home. These standard Curtis Units will find a useful place in storeroom, laundry, sewing room, rumpus room, nursery, hall or bathroom.

1866 CURTIS WOODWORK

Curtis makes a complete line of architectural woodwork for the modern home. Make your next house "all Curtis."

Curtis Companies Service Bureau
AH-6K Curtis Building
Clinton, Iowa

Gentlemen: Please send me literature on Curtis kitchen cabinets and other Curtis Woodwork.

I am ☐ architect ☐ contractor ☐ prospective home builder ☐ student.
(Please check above)

Name.....

Address.....

City.....State.....

TO MAKE YOUR HOMES EASIER TO SELL IN 1950

IT'S double-waterproofed

1. Waterproofed Inside!

Every one of the millions of tough cane fibres in its insulating board core is impregnated with a waterproofing compound during manufacture.

2 Waterproofed Outside!

This board is then coated on both sides, and on all edges, with a thick, enduring "raincoat" of specially-treated asphalt which seals out moisture.

BUILD WITH CELOTEX INSULATING SHEATHING...

the exclusive Celotex Way

You build better, more comfortable, *more salable* homes at *lower cost* when you use Celotex Insulating Sheathing in the walls, instead of ordinary sheathing. No other combines all these important advantages and economies:

FIRST Celotex Insulating Sheathing is *double-waterproofed*, yet it has more than *twice* the vapor permeability required by government agencies! Safe even under severe exposure during construction. Cut edges are highly resistant to moisture penetration. Enables you to resume work more quickly after heaviest rain, thus cutting costly delays.

SECOND Celotex Insulating Sheathing saves money on both materials and labor, because it does *three* basic jobs—insulates, builds and moistureproofs—at *one* low cost! Quick and easy to apply. Negligible waste. No building paper needed.

THIRD Celotex Insulating Sheathing seals out excessive heat in summer. In winter, it cuts heat leakage through sidewalls, where authorities say most heat loss occurs. It also reduces drafts and keeps room areas along the walls warmer, thus greatly increasing comfortable living space. Assures lower fuel bills and greater comfort the year 'round.

FOURTH Celotex Insulating Sheathing is the *only* sheathing made of long, remarkably strong Louisiana cane fibres, and protected by the exclusive patented Ferox Process against dry rot, fungus and termites. Yet this strong *rigid insulation* COSTS NO MORE than ordinary sheathing!

TYPES AND SIZES 25/32" Big Board: 4 ft. wide; 8, 9, 10, 12 ft. lengths; square edges. 25/32" V-Type Center Matched: 2 ft. wide by 8 ft. long; center matched on long edges. 1/2" Big Board: 4 ft. wide; 8, 9, 10, 12 ft. lengths; square edges.

FREE—Write today for helpful new Celotex booklet, "How You Can Build Better Homes at Lower Cost." Gives full technical data on Celotex Double-Waterproofed Insulating Sheathing.

The Thrifty Way to Build the "Ideal Wall"

Celotex Insulating Sheathing used in combination with *Celotex Insulating Lath*—the strong, solid, continuous plaster base that reduces the danger of plaster cracking—gives you the "Ideal Wall": *a stronger wall with* BUILT-IN *insulation!* Write now for details.

Build with genuine **CELOTEX** DOUBLE-WATERPROOFED INSULATING SHEATHING

REG. U. S. PAT. OFF.

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

Ceco Casements . . . *Engineered*

Anyone looking out of a Ceco casement for the first time experiences something in better living. The eye crosses easily to the beauty of the outdoors. There is no limit to the sense of space. And to live with Ceco casements for even a short time, is to appreciate truly sound value. For here, beauty and utility indeed are effectively combined. We believe all this can be attributed to a word—ENGINEERING. Actually, there are three phases of window engineering at Ceco . . . 1. Creative engineering—a ceaseless search for the new to blend with modern architectural effects. 2. Production engineering—organization of manufacturing processes to

CECO STEEL ®

In construction products **CECO ENGINEERING**

Del E. Webb Const. Co.—Contractor

Advantages of Ceco Steel Casements

Controlled Ventilation—Ventilators open to any position, capturing stray breezes. Ventilation possible up to 100%.

Easy To Open and Close — Windows will not stick or warp. Open effortlessly under all weather conditions.

More Light—Slender frames and muntins provide up to 30% more light, ensuring better vision, more view, too.

More Wall Space—Narrow frames permit up to ⅓ more wall space. A special advantage in small homes or apartments.

Easy to Wash—Both sides of Ceco casements can be washed from within. There are no ladders to climb.

Easy To Screen—Ceco casements are screened on the inside. Storm windows are applied on the inside, too.

for Better Living...

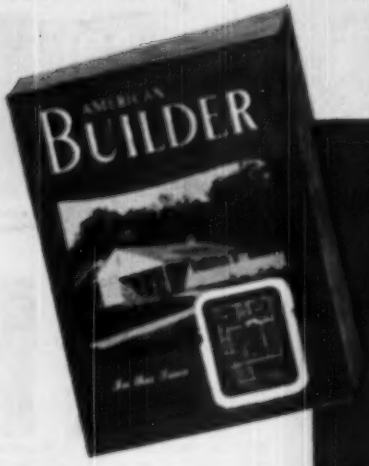
assure the lowest cost for quality. 3. Field engineering—here products are proved by practice. All this means meticulous attention to little things—to perfection of detail. That is why we say, in steel casements—CECO ENGINEERING MAKES THE BIG DIFFERENCE. When you build with Ceco, you know you've used the very best...you're sure of economy too.

CECO STEEL PRODUCTS CORPORATION

General Offices: 5601 West 26th Street, Chicago 50, Illinois

Offices, warehouses and fabricating plants in principal cities

makes the big difference



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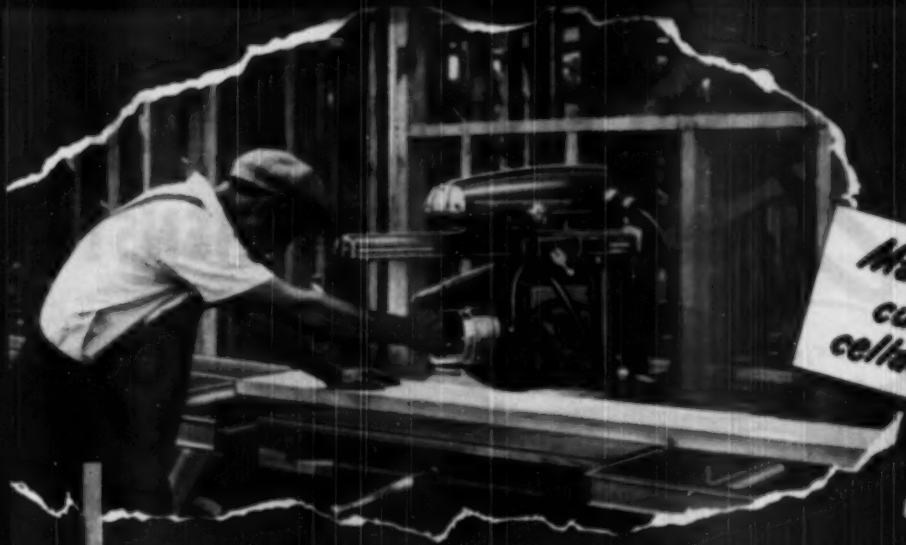

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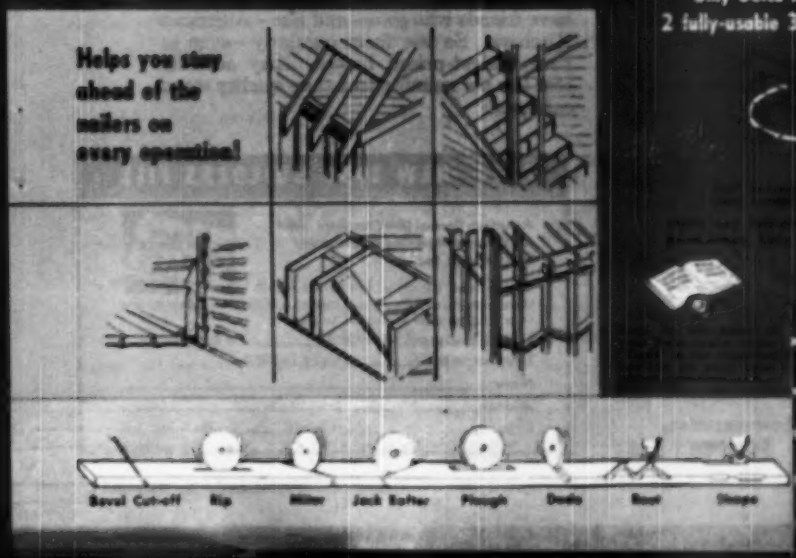
Ends costly, extra cutting and fitting!

Only Delta Multiplex has Double Radial Action—
2 fully-usable 360° radial movements above the table!



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WHY HOUSES SELL FASTER WHEN YOU INSTALL *American* KITCHENS!

AND *American* KITCHENS CUT YOUR COSTS, TOO —ACTUALLY COST LESS PER RUNNING FOOT THAN QUALITY WOOD CABINETS!

Remember, prospects can judge your houses only by what they can *see!* They have no way of knowing whether the hidden materials and construction methods you've used are the best or not. It's up to *you* to convince prospects that they *are*, if you want to get your asking price. And the best way to convince a layman is to use famous-name equipment like American Kitchens.

Everybody knows and respects the name American Kitchens. They're nationally advertised in the country's leading magazines. And you'll find nearly all your prospects have friends who own—and like—American Kitchens. So use them regularly—even in your budget-priced homes. They actually cost *less* per running foot than quality wood cabinets!

Special Low Cost Sinks

and builders' sink fronts now available—at the country's very lowest prices for this top quality.

American

KITCHENS

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AMERICAN CENTRAL DIVISION — AVCO — CONNERSVILLE, INDIANA

FREE—NEW 1950 BUILDERS FILE

American Central Division, Dept. AB-4
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I build homes priced from $_____ to $_____.

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SCPI *puts the facts at your fingertips FREE!*

If you use structural clay products, this new booklet can help you.

It's the 1950 SCPI Directory, a compact industry guidebook that conveniently lists the country's leading brick and tile manufacturers, their products and their locations.

In addition this booklet lists the various offices and committees that have been set up by SCPI to serve you in any matter relating to brick and tile.

We think you'll find this Directory is especially valuable—not only because it puts hard-to-get facts at your fingertips, but because it puts you in touch with people you'll like to do business with.

You see, this Directory is, in a sense, an industry honor roll. When you deal with any of the manufacturers who are listed, you can depend on his products, his cooperation, and his foresight to help you achieve the best possible results on every job.

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SCPI
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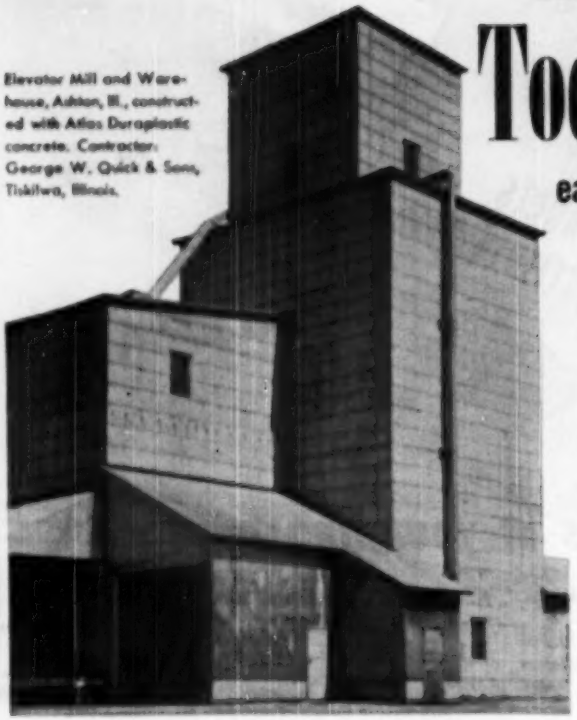
WASHINGTON, D.C.

Ten Years Ago...

In August, 1930, this concrete test paving was laid in Second Avenue North, Minneapolis. The badly scaled section of roadway in the background was made with regular portland cement. The foreground section, *laid at the same time*, was made with Atlas Duraplastic—the first commercial use of the air-entraining portland cement originated and developed by Universal Atlas.

Both sections, subjected to the severity of ten Minneapolis winters and to heavy applications of de-icing salts, are shown just as they appeared in July, 1940—convincing proof of the characteristic durability of Duraplastic concrete, of its high resistance to freezing-thawing weather and the scaling action of de-icing salts. Longitudinal structural crack shows some cavelling. Note perfect transverse joint.



Elevator Mill and Warehouse, Ashton, Ill., constructed with Atlas Duraplastic concrete. Contractor: George W. Quick & Sons, Tiskilwa, Illinois.

Today... more plastic easy-to-place structural concrete with DURAPLASTIC*

During the past decade, the advantages of Atlas Duraplastic air-entraining cement for paving concrete have been increasingly applied to structural and mass concrete—for foundations, walls, columns and floors; for slip-form work, gunite, stucco and other uses.

Particularly, has the increased plasticity of Duraplastic concrete been of benefit in structural work. For example, on this elevator mill and warehouse, the contractor reported, "Use of Duraplastic saved about 12 man-hours of labor per day while running concrete walls. First job on which we have used Duraplastic, and were more than satisfied with the results. Will use it in the future."

As it does for paving concrete, Duraplastic for structural and mass concrete permits the use of less mixing water for a given slump. The resulting mix is more plastic, more workable, more uniform and more cohesive. It's easy to place and finish. Water-gain and segregation are reduced. Surface appearance is improved and exhibits higher resistance to the effects of weather-exposure.

Duraplastic provides the precise amount of air-entraining agent interground with the cement for satisfactory field performance. It complies with ASTM and Federal specifications, sells at the same price as regular cement and calls for no unusual changes in procedure.

Send for new free booklet, *"A Decade of Duraplastic Air-Entraining Cement." Write to Universal Atlas Cement Company (United States Steel Corporation Subsidiary), Chrysler Bldg., New York 17, N. Y.*

OFFICES: Albany, Birmingham, Boston, Chicago, Dayton, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Waco.

*"Duraplastic" is the registered trade mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.

AD-D-100

ATLAS DURAPLASTIC

TRADE MARK REG. U. S. PAT. OFF.

AIR-ENTRAINING PORTLAND CEMENT

MAKES BETTER CONCRETE AT NO EXTRA COST

"THE THEATRE GUILD ON THE AIR"—*Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—NBC Network*

In apartment houses, B & G Hydro-Flo Heating remedies the lack of proper heat control. Apartments can be zoned for individual temperature control.

NO JOB TOO BIG OR TOO SMALL

FOR B & G *Hydro-Flo* HEATING

Adding up all the advantages of B & G *Hydro-Flo* Heating results in an impressive total—reveals why it is today's fastest growing type of system. Mechanically circulated water is the ideal heating medium and B & G *Hydro-Flo* Equipment supports its fundamental superiority with top operating efficiency.

No matter how large the installation, B & G *Hydro-Flo* Heating equipment never becomes complex nor requires critical adjustment. The basic units are the same, whether heating a cottage, apartment or industrial building.

The close control of temperature afforded by B & G *Hydro-Flo* Heating leads to two great benefits. First, *comfort!* Always the same uniform temperature—regardless of how rapidly or sharply the weather changes. Second, *fuel economy!* Since the heat supply is matched to outdoor temperature, fuel is never burned needlessly.

No over-heating—no under-heating—no fuel waste in this small home . . . it has B & G Hydro-Flo Heating.

The basic units of B & G Hydro-Flo Heating are few and simple. They can be applied to any hot water boiler, whether oil, gas or stoker-fired.

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Radiators Convectors Baseboards Radiant Panels

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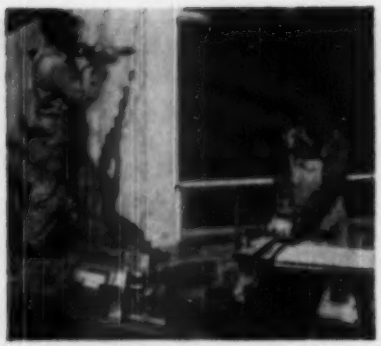
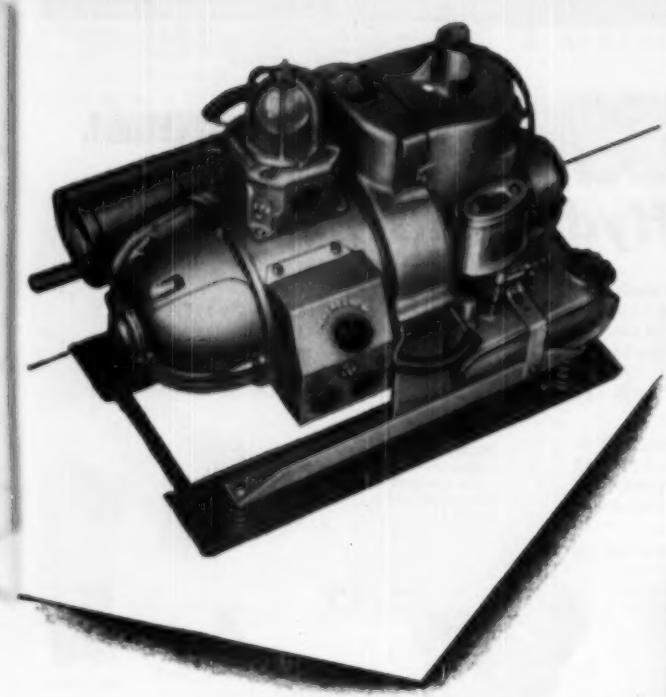
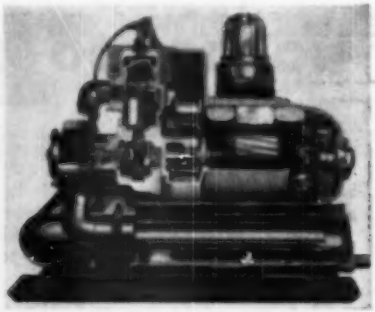
From Every Angle

A Homelite Carryable Generator Is the Power Unit for You...



1. PERFORMANCE. Once you begin to use a Homelite . . . yet, even when you see it demonstrated . . . you immediately appreciate its outstanding performance. Light enough for one man to carry, a Homelite packs the power needed to keep hand tools running at full productive capacity . . . and floodlights burning at full brightness . . . at any time at any place in all kinds of weather.





2. DEPENDABILITY. Every Homelite Generator though light in weight is a heavy duty unit. No baby stuff about it. For more than a quarter century Homelite engineers have specialized in building carryable gasoline engine units . . . close to three hundred thousand of them . . . and they know that to keep a generator going on the job they have to use the finest materials and apply the highest engineering skill.

3. SERVICE. Like all pieces of machinery, a Homelite Generator needs, in the long run, a certain amount of servicing . . . a minimum to be sure. But the availability of Homelite service by nationwide exclusive service shops . . . completely stocked and manned by experts who can service your Homelite right at your door . . . makes a whole of a difference when it comes to having a generator that will give you instant power not only where you want it, but also when you want it.

STICK TO THE RULE OF THREE 1. Performance 2. Dependability 3. Service, and you'll always stick to a Homelite.

PERFORMANCE DEPENDABILITY SERVICE

Homelite Corporation

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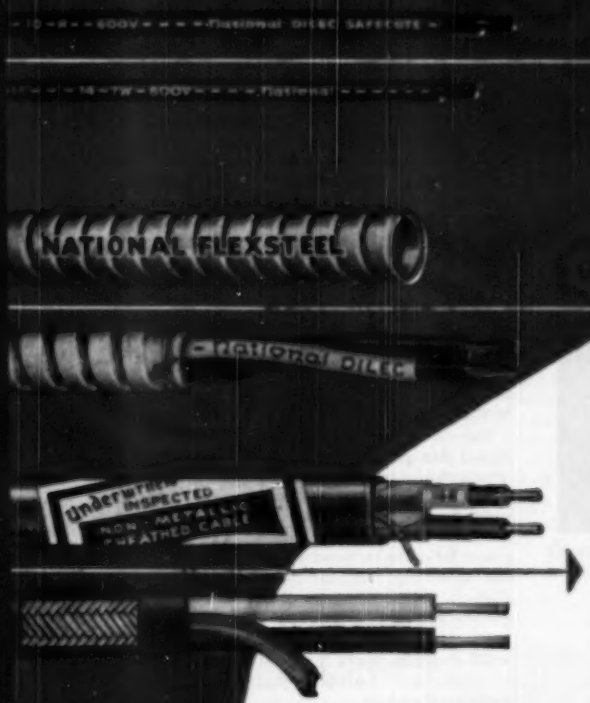
THERE'S A

NATIONAL ELECTRIC

FLEXIBLE WIRING SYSTEM

for every housing job



2 TYPES OF NE BUILDING WIRE

[illegible] with a flame re- [illegible] colored coating [illegible] Moisture resistant [illegible] quality-built wire for general [illegible]

NE'on Thermo-plastic [illegible] High resistance to moisture, acids, [illegible] wide range of permanent colors, marked [illegible] NE Type TW where conditions are unusually [illegible]

2 TYPES OF GALVANIZED, FLEXIBLE-STEEL ARMOR PROTECTION

Flexsteel—Flexible Steel Conduit. Used with either Dilec Safecote or NE'on Thermo-plastic wires, *Flexsteel* provides an approved, grounded pull-in and pull-out system. Rounded channel construction makes fishing easy. A conduit system with no waste.

A. B. C. (Armored Bushed Cable) Besides the grounding provided by the "bondhook" channel construction of A.B.C. Cable, sizes 14 and 12 also have a *low resistance* grounding strip. Anti-short bushing protects conductors against sharp cut edges. A.B.C. is furnished *complete* with Dilec Safecote conductors.

2 TYPES OF NON-METALLIC SHEATHED CABLE

Canvas-Back Loomwire—A new, small diameter cable with a fire-resistant, flame-retardant braided sheath. Loomwire is non-sticky, flexible, clean for easy handling . . . easy fishing. A fast-working, economical wiring system for normal home construction.

NE-o-Prene Loomwire—The *first* Neoprene-sheathed Loomwire to be listed by Underwriters' Laboratories, Inc. Ideal for barns and other damp locations where rot, fungus, moisture, ammonia-ladened air and drastic weather changes are destructive to other types of approved wiring. The toughest, most durable non-metallic sheathed cable available.

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[illegible]onal Electric wires, cables, conduits, [illegible] and accessories are listed by Under- [illegible] Laboratories, Inc.

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LONE STAR'S NEW HOME

EXECUTIVE OFFICES CONSOLIDATED ON 15th FLOOR OF NEW YORK'S NEW 36-STORY SKYSCRAPER

● Lone Star Cement Corporation's executive and administrative offices will occupy the 15th floor in 100 PARK AVENUE, New York's new, 36-story skyscraper. This great building, almost next door to Grand Central Terminal, covers Park Avenue's westerly block-front between 40th and 41st Street, on the site of famous old Murray Hill Hotel, built in 1884, whose guests included many great figures of the day.

Quality Construction Throughout

A public which acclaims mass-production efficiency in the automotive and other industries, has only to consider projects like this to recognize comparable efficiency in construction today.

The GEORGE A. FULLER COMPANY completed this great structure three months ahead of schedule—not on a factory assembly-line, but on a small island of ground space in a sea of heavy traffic. That this involved handling and accurate disposition of some eight-million pieces or units, in hundreds of different shapes and materials, time-scheduled for arrival and placing, gives some idea of the size, scope and efficiency of the operation.

The use of 121,112 bags of Lone Star Cement in all concrete work typifies the quality of the construction—building-dollar value at its soundest and best.

Owner: **100 PARK AVENUE, INC.**
Architects: **KAHN & JACOBS**
General Contractor: **GEORGE A. FULLER COMPANY**
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Ready-mix Lone Star Concrete: **JAMES A. NORTON, INC.**
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LONE STAR CEMENTS COVER THE ENTIRE CONSTRUCTION FIELD

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LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LARGEST CEMENT PRODUCERS: 15 MODERN MILLS, 27,500,000 BARRELS ANNUAL CAPACITY

TRENDS in the Building Field

Residential Construction and General Business Conditions

A VERY much different attitude is apparent among builders this spring than last spring. As of last April residential starts for the year were nine per cent below 1948 and there was a general falling off in business. The pick-up in residential building beginning in June brought housing production to all time heights and was probably the principal factor that brought general business out of its slump.

This year began with a bang. Residential starts for January, the latest available, numbered 80,000, an increase of 60 per cent over last year's 50,000.

It is probable that this year's production of new homes will fully utilize all available building materials and labor. The production of non-residential buildings, commercial, industrial and institutional, has declined steadily for the past three years and no increase is imminent, so this will provide additional capacity for the residential building industry.

With the upswing in residential construction, general business conditions began to improve. Although some of the major business indicators fell off in 1949 as compared with 1948, the drops were slight.

National Income dropped from $226 billion in 1948 to $221 billion in 1949.

Wages and Salaries remained steady at $133.1 billion in 1948 and $133.5 billion in 1949.

New Plant and Equipment expenditures decreased from $19.2 billion in 1948 to $17.9 billion in 1949.

Industrial Production dropped from 192 in 1948 to 176 in 1949.

The Consumers' Price Index dropped from 171.2 in 1948 to 169.1 in 1949.

Total New Construction rose from $18.8 billion in 1948 to $19.3 billion in 1949.

Average Unemployment rose from 2.1 million in 1948 to 3.4 million in 1949.

Gross Public Debt rose from $252.8 billion in 1948 to $257.1 billion in 1949.

Stock Prices dropped from an average index of 124.4 in 1948 to 121.4 in 1949.

Freight Car Loadings dropped from 42.7 million cars in 1948 to 35.9 million cars in 1949.

Other than the record breaking production of 1,023,000 new houses in 1949, another contribution to good business conditions was the production in 1949 of 5,109,000 passenger automobiles as compared with 3,909,000 in 1948.

These two items represent the largest components of what are described as "consumer's durable goods." Any decline in their production has a drastic effect on the business cycle and virtually all business is affected.

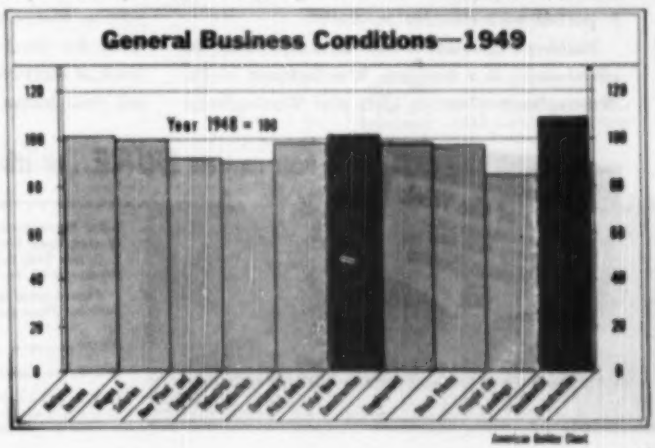
The year 1949 demonstrated that approximately 1,000,000 new homes and 5,000,000 passenger automobiles can be produced in one year. If this is achieved each year, continued prosperity is assured; the problem is to find enough customers with the desire plus the money to buy new houses and cars.

The attitude of the Administration towards a possible falling off in business was expressed by President Truman who has said, "If business falls off, I will create new demand." Housing would undoubtedly be the spearhead in creating new demand. Tools already sharpened include co-op housing and public housing.

However nothing is ever said about how demand will be created for the automobile industry when their sales begin to slip. It is estimated that manufacturer's sales of automobiles and equipment amounted to $16.7 billion in 1949, more than double the $7.3 billion invested in new residential construction. The automobile industry is affected just as much by business cycles as the building industry. In 1929 a total of 4.6 million automobiles were sold and in 1932 the total was 1.1 million, a decrease of 76 per cent. Similarly 509,000 dwelling units were built in 1929 and 134,000 in 1932, a decrease of 73 per cent.

The residential building industry has another factor in common with the automobile industry. There are almost as many automobiles in use as there are dwelling units. In 1948 there were 39.2 million occupied dwelling units and 33.4 million automobiles registered. Production since then has probably brought the number of automobiles close to the number of dwelling units.

Residential building, automobile production and the general economic well-being go hand in hand. One segment will not prosper unless the others are prosperous too.



JAMES H. Stanton CONSTRUCTION COMPANY

[illegible] Brush Creek Boulevard
KANSAS CITY 3, MISSOURI

PHONE
JE 2775

A letter to a Westinghouse Distributor

Continental Electric Co.
1321 W. 13th Street
Kansas City, Missouri

Attention: Mr. Geo. O'Donnell, Jr.

Dear Mr. O'Donnell:

Our exhibition home, with it's 33,000 spectators in eight days proved that there were still many, many people who were willing to buy once they had seen the house designed for "easy living". The fact that this house sold on opening day and had numerous buyers in the week proved our point. Your Better Homes Bureau should be congratulated for their expert designing that was the main point in our proof.

Since the Home Week exhibit, we have been flooded with prospective customers who have all desired a kitchen exactly as the one in our home.

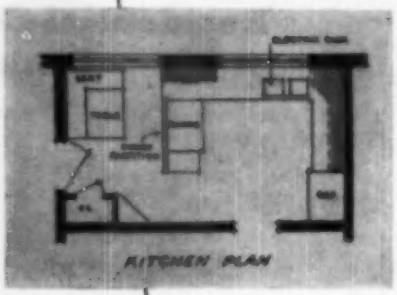
Please forward this appreciation to Westinghouse as they should, indeed, be proud of the impression they have imparted to Kansas City.

Very truly yours,

James H. Stanton Construction Co.

James H. Stanton

JS/S



KITCHEN PLAN

Proved in '49... *Ready for You in '50*

A 3-POINT PLAN TO HELP YOU SELL MORE HOUSES WITH YOUR EXHIBIT HOME

Here's the formula: 1. An electrically planned home; 2. equipped with electric appliances; 3. pushed with effective promotion.

Builders from coast to coast have discovered the effectiveness of a complete Westinghouse tie-in: Westinghouse planning ideas *plus* Westinghouse appliances *plus* Westinghouse promotion helps.

If you are planning an Exhibit Home, the 3-Point Plan can be applied successfully. Write today for the 3-Point Plan Book and a 32-page book of ideas on electrical features that will help sell your houses faster. Ask for booklet B-4671.

YOU CAN BE **SURE**.. IF IT'S Westinghouse

Better Homes Bureau

Better Homes Bureau
Westinghouse Electric Corporation
P. O. Box 868, Dept. AB-4
Pittsburgh 30, Pa.

Please send me a copy of your booklet describing the 3-Point Plan and your book of ideas, B-4671.

Name _____

Street _____

City _____ Zone _____ State _____

G-10091

On and Off the Record

News, Views and Comments

NEGRO HOUSING—East Baton Rouge, La., is the center of a controversy over private enterprise housing for Negroes. It involves the Crawford Corp. of which W. Hamilton Crawford is president.

CRAWFORD—He had obtained a site adjacent to a Negro area, and planned to construct 1033 units at a cost of seven million dollars for sale to Negro families. The site was objected to by nearby white residents, and the city council of Baton Rouge refused permission to the corporation to build.

LEGALITY—According to Crawford, the legal advisors of the parish council stated that the council had no authority to vote against the development if the plans and specifications met the engineering requirements of the parish subdivision ordinance. Since the council stated that the plans and specifications exceed the requirements, and the only stated reason for refusing the corporation permission to proceed is the location, Crawford contends that the action is a violation of Federal and state constitutions and the parish subdivision ordinance.

THE ORDINANCE—Before a developer can go before the parish council for approval of a development he must first have his street specifications passed by the department of public works; get his sewage disposal facilities approved by the parish health unit; and preferably get an okay from the planning commission. This requires a considerable cash investment. Then, as happened to Crawford, the council, legally or not—and in this case, probably not legally—voices no objection to the project or the need of better housing for Negroes, but rules against the development on a basis of location.

WHAT'S WRONG?—Without considering the appropriateness of the location—which in this case is adjacent to a Negro area, and therefore favored by Negroes—it is wrong to require a developer to make a large investment meeting many requirements, and then have the council deny permission on a basis of location. The ordinance should be changed to require the developer to obtain council permission in the matter of location *before* he invests money in development plans and specifications.

THE COUNCIL—Its action apparently was not legal, and while Crawford has publicly stated that he is sure he could reverse the action through court procedure, he has no intention of doing so.

WARNING—What has happened to the Crawford Corp. should be warning to other developer-builders contemplating housing projects for Negro and other minority groups. If local ordinances do not provide for site approval first—that is, provided it is established that a local council constitutionally can rule on site—builders should see that the ordinances are changed accordingly.

TAX OUTLOOK—It is a pocket-size pamphlet published by the Tax Foundation, 30 Rockefeller Plaza, New York. The January issue contains a graphically illustrated article entitled, "The House that Tax Built." The article conservatively estimates *287* separate Federal taxes that have to be paid—ultimately by the purchaser—in the cost of a $10,000 house. These include 55 paid by subcontractors, 48 by retail lumber dealers, 30 by other suppliers, 84 by manufacturers, and 70 by rail and other carriers.

NEW YORK—Here, Tax Outlook estimates an additional 264 separate taxes that must be paid to the State. These include 77 by subcontractors, 56 by retail lumber dealers, 35 by other suppliers and 96 by manufacturers. Thus, in New York, there is a total of 551 separate taxes levied in the process of building a house.

PROBABLY MORE—The study included only 11 major subcontractors; 8 subcontractors supplied by retail lumber dealers; no state taxes as applied to six representative railroads; only five other types of dealer and jobber; and 12 manufacturers.

BIG GOVERNMENT—From the Tax Outlook study it becomes apparent that big government is the most expensive single service or commodity there is.

she knows
what she wants

and it takes
ADEQUATE WIRING

Houses sell faster when they are planned for electrical living. Here's why:

Millions spent in appliance advertising have convinced prospective home purchasers that electrical living is for them.

Many alert builders are taking advantage of this fact. You can do it, too.

Make the wiring a selling point. You must wire anyway. Adequate Wiring is one of the least costly "plus values" you can add to clinch sales and outsmart less acute competitors.

Use this selling tool. For Adequate Wiring information and other sales help,

Just use the handy coupon.

Selling's Less Tiring With Adequate Wiring

National Adequate Wiring Bureau
Department A4
155 East 44th Street, New York 17, N. Y.
Please put me in touch with the nearest local Adequate Wiring Bureau. I'm interested in giving my houses more sales appeal.
NAME.....
COMPANY.....
ADDRESS.....
CITY.....STATE.....

turn houses into cash . . . faster

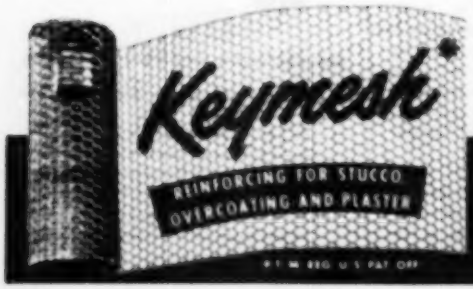
Here's how to build attractive, durable houses at prices that appeal to home buyers . . . and with extra features that help close sales quickly.

When you add new, modern attractiveness to your houses, and cut costs in the process, you're bound to attract more buyers.

That's what happens when you build with modern, reinforced concrete stucco . . . according to the Keystone System of Stucco Application.

Stucco's design possibilities fit perfectly with modern house styling. Stucco's lower cost not only reduces house prices, but also permits the addition of extra features in your houses that increase their sales appeal.

The Keystone System of Stucco Application assures durability in stucco construction. Stucco applied the Keystone way is on to stay because heavy-gauge Keymesh Reinforcing is embedded in the center of the slab.



For complete information about the Keystone System of Stucco Application, write for your copy of the 44-page "Keystone System" book.

KEYSTONE STEEL & WIRE COMPANY
Peoria 7, Illinois

Manufacturers of Keymesh Reinforcing · Nails · Welded Fabric · Tie Wire

Modern, Durable Stucco Calls for KEYMESH

EDITORS' Round Table

BIGGEST AND BEST was the unanimous description of the recent NAHB convention and exhibition in Chicago. The exhibits were more attractive and more instructive than those of any previous convention of home builders.

THE PROGRAM, too, with more panel discussion and fewer set speeches, proved to be a better interest-getter than in previous years.

THE TIP-OFF on what to expect in the way of attendance was provided at the opening session on Monday morning. It was in charge of the women's division of the association, headed by Henny Mollgaard, popular woman builder of Milwaukee. An estimated 1,200 attended, and stayed through to the conclusion of the session.

EARLY ESTIMATES of attendance at this session ranged from 300 to 600, and first suggestions were to hold it in a smaller room in the hotel. Fortunately, the advice of those who insisted that attendance would run 600 or more prevailed, and the Grand Ballroom was reserved for the meeting. Before the meeting had been under way a half-hour, the partition at the midpoint of the room had to be removed to make way for swelling crowds.

THE PROGRAM for the session was excellent, well publicized, and lived up to all of its advance publicity.

NOT THE LEAST of its attractions was the presence of four of the winners of the architectural design contest conducted jointly by the *American Builder* and NAHB among women architectural students in the United States and Canada.

THE FOUR WINNERS, Elizabeth Bell of Carnegie Institute of Technology, Sonia Albert of Yale University, and Margaret Sinclair and Nancy Hopkins of University of Illinois, conducted themselves on the speakers dais and in press conferences in a manner that would have done credit to veteran public performers.

INTERESTING SIDELIGHTS about the winners should dispel

(*Continued on page 57*)

"LOOKERS become BUYERS

says Mr. Arnold Hartmann of Oak Hill Village in Newton Centre, Mass.

"I've been a master builder for over 25 years," says Mr. Hartmann, "and I know from experience that when a home includes modern electric appliances like the Electric Water Heater it sells easier and faster." National sales and survey figures back up this statement. They show that the nationwide demand for Electric Water Heaters continues to grow.

● These beautiful homes at Baldpate in Oak Hill Village, Newton Centre, Mass., have six rooms all on one floor. Equipment in the utility room includes a 52-gallon Electric Water Heater.

● The all-electric kitchen includes two appliances which need an adequate supply of automatic hot water—the dishwasher and clothes washer. The modern, automatic Electric Water Heater fills this need.

of course . . . It's Electric!

It pays to install Electric Water Heaters. They're completely automatic, clean, dependable in operation. They save money for builder and customer alike. Installation can be made anywhere—no flue or vent. This shortens hot water lines, cuts piping cost, prevents water waste. Fully-insulated storage tank for extra economy of operation. Safety, with all-electric, dependable temperature control.

ELECTRIC WATER HEATER SECTION

National Electrical Manufacturers Association • 155 East 44th Street, New York 17, N. Y.

ALLCRAFT · BAUER · BRADFORD · CROSLEY · FAIRBANKS-MORSE · FOWLER · FRIGIDAIRE · GENERAL ELECTRIC · HOTPOINT · HOTSTREAM · JOHN WOOD · KELVINATOR · LAWSON · MERTLAND · MONARCH · NORGE · PEMCO · REX · RHEEM · SELECTRIC · SEPCO · A. O. SMITH · THERMOGRAY · TOASTMASTER · UNIVERSAL · WESSIX · WESTINGHOUSE

It's EASY to INSTALL an **ELECTRIC WATER HEATER**

in a house wired for an Electric Range!

ANNOUNCING *longfibre* SUPER-FELT

...the new Johns-Manville Rock Wool Batt

Much lighter and stronger

A revolutionary new process, developed by Johns-Manville, produces a rock wool of long fibres. Scientifically felted, these long fibres result in a much stronger and lighter-weight batt, with greater uniformity and rigidity throughout. *Longfibre Super-Felt* sets a new high standard in home insulation.

Easier and quicker to install

Super-Felt is so firmly felted it will not break down, even with rough handling. Improved handle-ability reduces cost of installation. Batts fit snugly between framing members with less time and labor.

More resilient

The same size package now contains 10 batts instead of 8! This means 25% fewer packages to handle . . . 25% more material per truckload.

Get the full story of this new development. Write for brochure HI-153A. Johns-Manville, Box 290, New York 16, New York.

All Johns-Manville factories from coast to coast are rapidly converting to the manufacture of the new *Longfibre* Super-Felt Rock Wool Batts.

JM PRODUCTS

EDITORS'

Round Table

(*Continued from page 55*)

any doubt that the dubious members of the middle-age group have about the competence of the generation that is about to inherit the nation's business.

ELIZABETH BELL who might also have gone far toward the finals in a Miss America contest, is a serious and competent student in her second year of architecture. Her quick thinking and poise while facing a battery of the nation's leading real estate editors was especially remarkable.

SONIA ALBERT, the second prizewinner, has an unusual academic background, having graduated from Brown University, cum laude, and taken work in civil engineering at Columbia University, as well as special courses in architecture at the University of Oslo in Norway. She sailed from New York on March 8 to take a position with a firm of architects in Stockholm, Sweden. Expects to return in six months to a year to take advanced work in architecture in an American school.

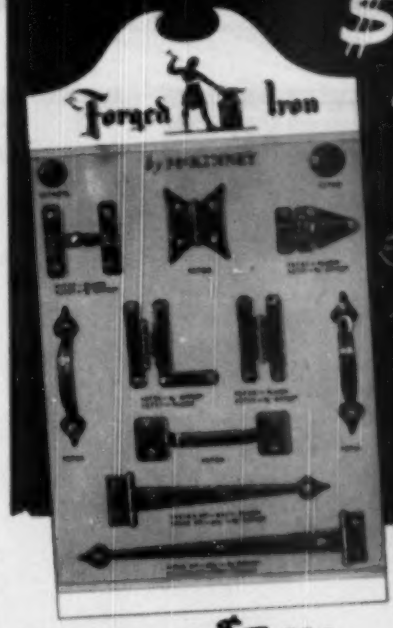
THE THIRD PRIZE winners submitted an entry which was the collaborat ... of three students. Two of them, Margaret Sinclair and Nancy Hopkins, are seniors in the department of landscape architecture. The third, Josephine Willrodt, was detained in California, and could not attend the convention. The other two arrived five hours late, because of an accident in which their train was involved. They plan to set up an office in Urbana, Ill., for the practice of landscape architecture upon graduation.

IT'S ONLY an interim operation, however, since both expect to be married within a year. Neither has any idea of a professional career, and both admitted quite readily that the real motive behind studying landscape architecture was part of an educational plan designed to make them better home makers.

AS SHE was leaving for home, Elizabeth Bell became the first entrant for the 1951 competition when, in thanking all concerned, she expressed hope that she might win again next year.

(*Continued on page 59*)

A BRAND-NEW ALE MAKER FOR YOU!



McKINNEY Forged Iron Cabinet Hardware

KIT #77

—so tie in with the current trend of "more color in the home"—*this board displayed in your paint department is a sure sales stimulator!*

SPECIAL OFFER $51.00 Complete

IMMEDIATE DELIVERY

YOUR PROFIT-60%

YOU GET—½ dozen of 18 different items of McKinney Genuine Forged Iron Cabinet Hardware—

	FOR FLUSH DOORS	FOR ¾" OFFSET DOORS
Small knob	Throw Over Latch	Throw Over Latch
Large knob	Plate Latch	Plate Latch
Drawer pull	H Hinge	H Hinge
Heart Door Pull	H and L Hinge	H and L Hinge
Butterfly Hinge	6½" Heart Strap Hinge	6½" Heart Strap Hinge
Thumb Latch	8¾" Heart Strap Hinge	8¾" Heart Strap Hinge

(Regular price through Jobber of these items would be $54.50.)

- 12 additional items mounted (as shown above) on an attractive green Display Board.
(This gives you an added bonus of $5.24 worth of merchandise).
- Also—a supply of consumer sales literature for counter or mail use.
- And—National Advertising to help build demand for McKinney Forged Iron Hardware.

A timely, practical merchandising idea for quick, easy, profitable sales of the authentic McKinney Forged Iron Cabinet Hardware.

Order from your Jobber—or send this coupon

McKINNEY MANUFACTURING COMPANY

1400 Metropolitan St., Pittsburgh 12, Pa.

Please ship through jobber indicated below McKinney Hardware kit or kits as checked:
#77 with Pastel Green Board at $51.00 ☐ #78 with Knotty Pine Board at $51.00 ☐

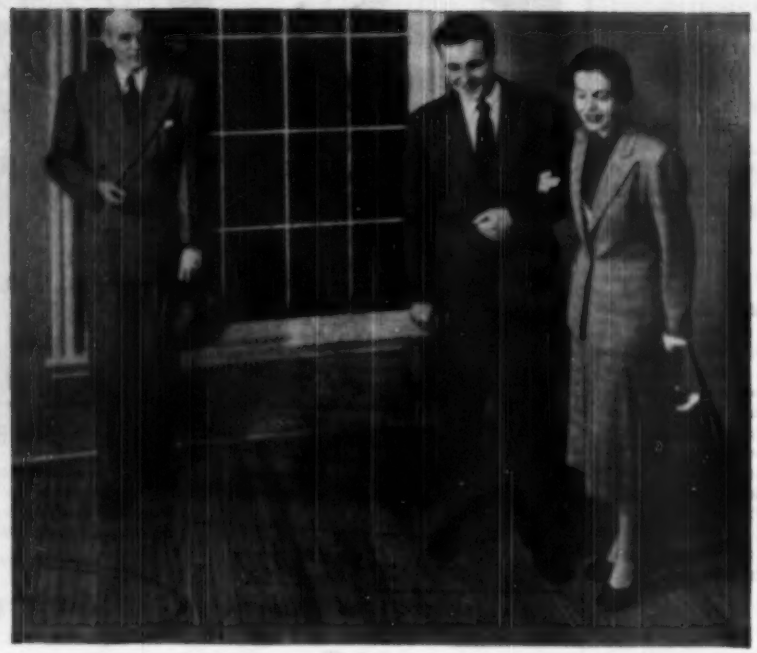
Firm Name _____

Address _____ City _____ State _____

Name (individual) _____ Title _____

Jobbers _____ (To assure prompt delivery, please list two jobbers.) _____

85% of all Prospective Home Owners want Oak Floors



"It's the First Look that Sells"

"I always watch that first look on my prospect's face as she enters the door of my houses. If she is pleased with what she sees in that first glance, I know it's the first step to a sale.

"That's why I make sure my houses have oak flooring. I know it's preferred by 85%. The reasons I hear most often are: they're so easy to clean, they last forever, they're so economical and oak goes with any taste in furnishings.

"No, I never gamble. I floor all my houses with oak."

See our catalog in Sweets

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION

DEPT. S-4 • 814 STERICK BUILDING • MEMPHIS 3, TENNESSEE

Nothing helps sell a house faster than Good Oak Floors

EDITORS'

Round Table

(*Continued from page 57*)

ALL OF THE DESIGNS represent advanced thinking, and were subjects of considerable questioning by real estate editors of the daily newspapers. The question of salability was uppermost in the minds of the real estate editors.

SOME of the designs caught the fancy of a number of builders who expressed intentions of building from the plans, after making slight revisions.

MOST OF THE first 13 plans which received awards or honorable mention will be engineered by appliance manufacturers, as far as the kitchens and bathrooms go. The engineered portions will be published in subsequent issues of *American Builder*.

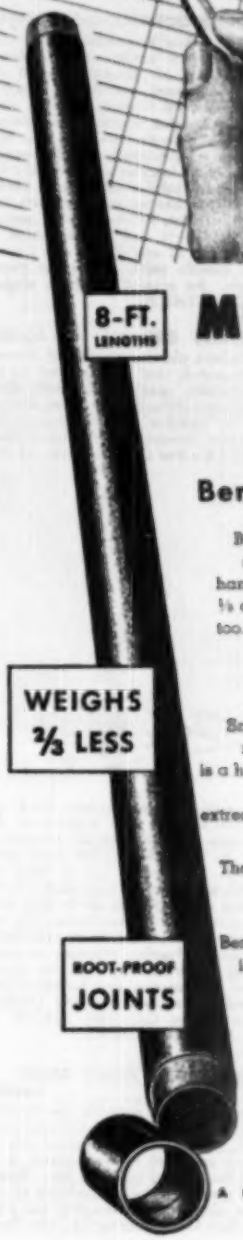
TELEVISION is working very effectively for the Edward Hines Lumber Co. of Chicago. Advertising manager, Phil Creden, has run a weekly television show in Chicago for more than a year, and recently received an award for the best industrial show.

THE PUBLIC RELATIONS panel at the convention discussed television as a public relations and advertising medium for builders, and explored some source material for programs.

GATES FERGUSON, advertising manager for Celotex, and a panel member, proposed that builders give some attention to televising the construction of a house. The suggestion has real merit, and might well be tried by several builders.

ABOUT ALL that is necessary is a good narrator to point up the romance of building a house, and indicate the many techniques that are the earmarks of good building.

OBJECTIONS that immediately crop up are the costs of good actors. None are needed, and as far as that is concerned, the narrator need not be a skilled professional. Professional aid in selecting the subjects and sequence is important. Beyond that, a little discretion in choosing the workmen to be televised solves most of the problems.



MORE DOLLARS AND SENSE!

More Facts that Prove Bermico Cuts Building Costs

Bermico's convenient 8-foot lengths store more safely with far less breakage . . . are easier to handle on the truck or job. Bermico weighs only ⅓ as much as other types of pipe. A cinch to lay, too. No joining compound needed. A few hammer blows and Bermico joints are tight . . . and stay tight even when the ground shifts underneath!

Small wonder builders find that Bermico saves money, time, effort all along the line. Bermico is a hit with customers, too. It's rootproof, leakproof, watertight . . . unaffected by temperature extremes . . . Bermico assures a smooth, dependable high capacity water flow.

That's why, today, millions of feet of Bermico are in use in house-to-sewer connections, septic tank disposal and drainage systems.

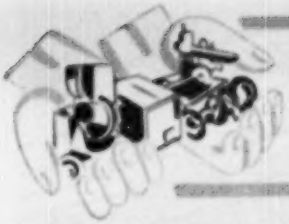
Bermico can cut your costs for time and labor and increase your profit as well. Drop us a line and get the whole story of why it pays to insist on Bermico Sewer Pipe.

Dept. A-14. Brown Co., 500 Fifth Ave., N.Y.

BERMICO®

SEWER PIPE

A PRODUCT OF BROWN COMPANY



NEW PRODUCTS
Offered by Manufacturers

LOCK WITH NEW FINISH AB45022

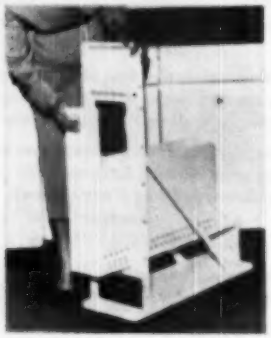
New Dexter lock has a high "jeweler's" finish and trim lines to provide an outstanding appearance. Carrying a lifetime warranty, the lock does not need lubrication. No set screws. Knob is attached permanently to trim in which it seats, and the two trims of a set are joined with tie bolts. Ideal for hollow doors, as set is independent of wood screws. Assembly into which the key engages, a 5-pin tumbler cylinder, is encased in steel. A full layer of cold rolled steel encloses the assembly, and over this is a heavy layer of solid brass. Both inside and outside knobs are made alike. National Brass Co., Grand Rapids 2, Mich.

LOW COST FLOOR TILE AB45011

"Economy" rubber tile is designed to appeal primarily to the low price market. Available in seven colors, one size 9x9 inches, the new line will be made approximately 1/16-inch gauge, in same quality as firm's 1/8 and 3/16-inch tile. Fremont Rubber Co., Fremont, Ohio.

UTILITY BIN AB45021

Space-saving utility bin makes use of area beneath the corner surface in steel kitchens. The unique corner bin may be used for storage of trays of all sizes, or up to 25 pounds of dry vegetables such as potatoes or onions. Mounted on silent glides, it pulls forward easily for quick use. Ample in size. American Central Division, Arco Manufacturing Corp., Connersville, Ind.

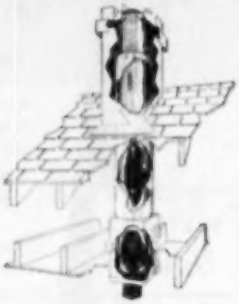


ROOM AIR CONDITIONERS AB45031

Six new models of hermetically sealed room air conditioners feature compact design, quick cooling, air filtering of dust and pollen, year-round ventilation, improved moisture removal, fingertip controls, stale-air exhaust, quiet operation, a five-year warranty, and simple installation. Two larger models are equipped with "step-matic" controls which function as a humidity balancer. These Yorkaire conditioners, Models 150 and 200, can be equipped with duct work attachments for conditioning multiple areas. Models 12 and 23 are window sill units. Models 33 and 100, ¾ and 1 horsepower console units, are set in veneer cabinets. No projection outside window. York Corp., York, Pa.

PACKAGED CHIMNEY AB45023

The Thulman chimney consists of vitreous, enamel-coated, steel flue, jacketed by two concentrically placed aluminum ducts, spaced away from flue and from one another by stainless steel spacing device. Flue passes through base section of aluminum and the two ducts terminate at their lower ends in base section, which also serves to connect them together so that they form a continuous air passage, in which air enters from outer duct, makes complete 180 degree turn in base and passes upward through inner duct. As flue becomes warm, it heats air in inner duct, causing it to rise and be displaced by cold air entering outer duct. Easily installed by one man. No headers, trimmers, or special framing required. Approved by Underwriters' Laboratories, Inc., for use in one, one-and-one-half, and two-story buildings. Chimney Sales Co., 1000 Eleventh St., N.W., Washington 1, D. C.

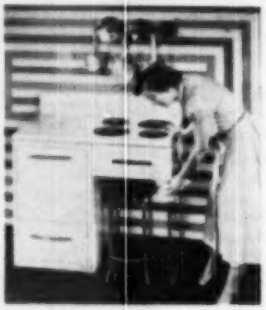


VANDAL-PROOF FLOOR DRAIN AB45033

Vandal-proof floor drain for use in public buildings, hospitals, and institutions, makes use of special lock which allows only authorized personnel to have access to internal strainer and drainage line. Tamper proof cover eliminates possibility of vandalism clogging or damaging the drain. J. A. Zurn Manufacturing Co., Erie, Pa.

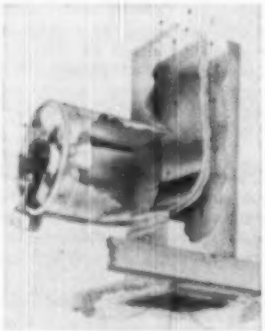
NEW RANGE DESIGN AB45008

The "Rancho" range has the appearance of a knee-hole desk, and is designed for small kitchens where storage space is at a premium or where its unique styling matches modern interiors. Knee-hole desk appearance is achieved by use of U-shaped chrome tubing leg on right side and by placement of oven and storage drawer on left side. Range is 38 inches wide and has four surface Coros units, two 8-inch and two 6-inch. Features: automatic oven heat control and can be equipped with platform lamp and oven timer, as accessories. Westinghouse Electric Appliance Div., Mansfield, Ohio.



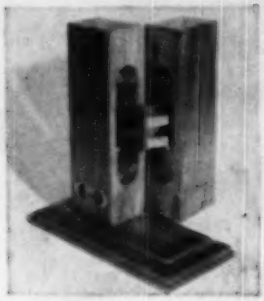
DUAL VENTILATOR AB45004

Attifan ventilator features two functions in one operation. Both kitchen and attic are ventilated, and stale air exhausted to outside, in one fan operation. With only the grille in view, the Attifan duct extends up through the attic and is vented to outside. Motor and fan are mounted in separate duct partition, opening to attic. Motor is placed where airborne cooking grease cannot foul motor or blades. Installations adaptable to most types of house design. Approved by Underwriters' Laboratory. Kool Engineering Co., San Bernardino, Calif.



INVISIBLE HINGE **AB45016**

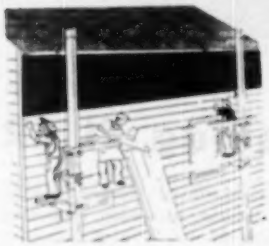
The Soss Invisible Hinge has no protruding hinge butt. Hinge body sections are mortised in the door and jamb, and moving parts of the hinge work back and forth in these recessed body sections. Ideal for use



with flush doors, cabinets, secret compartments, and wall safes, the hinge assures the builder of smooth flush surfaces. All Soss hinges operate on hardened steel roller bearings. No special tools required to install. Each pair accompanied by mortising template. Template assures fast, easy and simple installation. Soss Manufacturing Co., Department AB, 21775 Hoover Rd., Detroit 13, Mich.

SCAFFOLDING **AB45027**

New type scaffolding consists of two 2x4's, on which a load carrying member climbs. The upright is kept in position and braced out of the way at the top by a brace supplied with unit. All, including planks, can



be put in place from the ground. To raise, operator stands on platform and jacks himself up to any convenient working position. When he is ready to come down, he turns a crank. A newly added feature is the combination safety rail workbench. Easily moved and transported, they are also easy to store. P. Hoitsma Adjustable Scaffold Bracket Co., 261-265 East 23rd St., Paterson 4, N.J.

DISAPPEARING ATTIC STAIRWAY **AB45036**

Slide-A-Fold disappearing attic stairway is designed to fill demand for low-cost attic stairway. Made in two sections. The lower section slides up, and over the panel section when not in use. When stairway is closed, it is held firmly in ceiling by powerful spring-lever action. Completely assembled at factory. Made of clear long leaf

yellow pine. Each step is firmly set into dado in stringer and secured with four screws. Requires 36 inch attic height, 5 feet 7 inches of floor landing space. Standard model is made for ceiling heights of 9 feet 2 inches and less. Craig Wood Products Co., 1029 Talbottom Rd., Columbus, Ga.

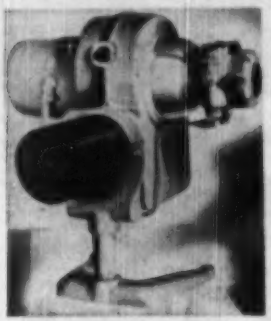
LARGE SIZE GLASS BLOCK **AB45015**

Random Clear, Insulux glass block No. 31 with sparkling transparency, is now available in the 12-inch size, as well as 8-inch. Although formed by pressed glass operation used to manufacture other glass block

designs, Random Clear has appearance and characteristics of a hand-formed product. Random effect is gained by using several slightly dissimilar molds to form the two halves of the block, and then using different combinations of the halves. No two block faces are identical as a result. American Structural Products Co., Toledo 1, Ohio.

PRESSURE OIL BURNER **AB45001**

Krosky "1 to 6" pressure oil burner model will handle any job calling for a capacity of from one to six gallons per hour fuel consumption. By simple adjustment of air intake hood, adequate air to atomize fuel is furnished for any capacity in this range.



Burner is supplied with two deflector spouts with one employed for jobs requiring from one to three gallons, and the other for jobs above that limit. This model marks the entry of this firm into the pressure oil burner field. Burner is fully approved by Underwriters' Laboratories, Inc., is fully automatic, ruggedly built and quiet in operation. Krosky Manufacturing Co., Inc., Petaluma, Calif.

NEW INSULATION BOARD LINE **AB45025**

New Flintkote line of insulation board products includes improved colors and finishes, and features two new finishes, Lath-R-Grain insulation board and a new textured design on insulation board plank known as Gray-tex and Green-tex. Lath-R-Grain has rugged, washable, scuff-resistant finish resembling split cowhide, in 3x8-foot and 4x8-foot dimensions. Morocco Red, Antique Brown and Jade Green. The Flintkote Co., 30 Rockefeller Plaza, New York 20, N. Y.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 79 W. Monroe Street, Chicago 3, Illinois

NAME..... ADDRESS.....

CITY..... STATE.....

AB45001	AB45010	AB45019	AB45028
AB45002	AB45011	AB45020	AB45029
AB45003	AB45012	AB45021	AB45030
AB45004	AB45013	AB45022	AB45031
AB45005	AB45014	AB45023	AB45032
AB45006	AB45015	AB45024	AB45033
AB45007	AB45016	AB45025	AB45034
AB45008	AB45017	AB45026	AB45035
AB45009	AB45018	AB45027	AB45036

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder

New Products continued on page 144

Millions of Salesmen . . . all selling ELJER

More and more people—every day—everywhere—recognize that "ELJER" stands for the best in Plumbing Fixtures and Brass Goods . . . and Eljer advertising is steadily increasing that recognition and preference.

This year, more than 100 million advertisements, reaching 350 million readers . . . will tell the story of Eljer quality, style and beauty. Big, colorful, forceful . . . Eljer national advertising goes right into the homes and offices of people who are prospective buyers of plumbing . . . creating a steadily mounting demand for Eljer products.

Eljer advertising is backed by nearly half a century of manufacturing "know-how" and specializing solely in one business . . . the making of a full line of quality plumbing fixtures and brass. For complete details, see your Eljer Distributor or write now to ELJER Co., Ford City, Pennsylvania.

It pays you, it pays us— because we specialize in Plumbing Fixtures and Brass

ASSOCIATIONS

Their Plans and Activities

Convention Season in Full Swing For Regional, State Dealer Groups

State and regional conventions of retail lumber dealer associations are now being held throughout the country, and reports indicate that the high attendance and interest which has marked these meetings in postwar years is still mounting.

These annual conventions, usually of two or three day duration, represent hard work and careful planning on the part of the association executive officers and convention committees. Programs are varied to include a number of activities. Delegates attend group discussion meetings where they exchange ideas on a number of subjects connected with their operations; hear outstanding speakers, both from within the industry and outside; inspect exhibits of the latest building products and attend social functions.

Highlights of some of the January and February meetings follow:

Middle Atlantic

No formal speeches were delivered at any of the three business sessions during the 58th annual meeting of the Middle Atlantic Lumbermens Association in Atlantic City, February 1, 2 and 3. Instead, a panel of specialists occupied the stage during each session. The members of the panels, along with the moderator, led a discussion in which all delegates were encouraged to participate. Audience participation in this program was especially vigorous with numerous sessions ending with a number of questions unanswered and subjects not discussed thoroughly enough to satisfy participants.

The program titled "Management Workshop", was worked out under the direction of Penn State College and R. A. Jones, executive director of the Middle Atlantic Association. J. Ewing Kennedy, of Penn State, conducted the sessions and acted as moderator. There was no formal announcement of the panel members, although a number of specific subjects were assigned to industry leaders, whose assignments were to introduce their subjects to the panel and audience. From then on the panel and dealers in the audience carried on the discussion. The system was hailed as a success by those in attendance.

Officers of the Middle Atlantic Lumbermens Association for 1950 are: Claude G. Ryan, Lancaster, Pa., president; G. Hunter Bowers, Frederick, Md., vice president; Ray E. Latshaw, Royersford, Pa., secretary-treasurer;

CLAUDE G. RYAN

Robert A. Jones, Philadelphia, executive director.

Named to two-year terms on the board of directors are S. F. M. Adkins, Salisbury, Md.; G. Kessler Livezey, Jr., Aberdeen, Md.; Frank N. Hankins, Jr., Bridgeton; Hugh M. Peter, Pleasantville; Robert H. Bogar, Steeltown, Pa.; David Broscious, Sunbury, Pa.; Louis

(*Continued on page 65*)

California Home Builders Council Names New Officers

Niels Schultz, Jr., president of the Marin Builders Association, was elected 1950 chairman of the Home Builders Council of California at the Council's recent annual meeting. Named secretary was John I. Hennessy, executive vice president of the Associated Home Builders of the Greater East Bay.

Carl Gellert, a past chairman of the Council and for two terms president of the Associated Home Builders of San Francisco, was nominated to serve a second term as NAHB regional vice president for Northern California.

The 1949 Council chairman, Robert B. Johnson, was presented a gavel in appreciation of his services.

Secretary Hennessy replaces Milton W. Morris who has served as Council secretary for the past four years.

The following groups are affiliated with the Council: Associated Home Builders of San Francisco; Associated Home Builders of the Greater East Bay, Peninsula General Contractors and Builders Association, Marin Builders Association, General Contractors Association of Contra Costa County and the Home Builders Association of San Joaquin County.

Lead Northwestern Dealer Group

OFFICERS of the Northwestern Lumbermens Association and members of the new and old board of directors congregated for picture at the Curtis Hotel, Minneapolis, during the group's 60th annual convention in January. Seated, from left: Art Munck, B. V. Porter, president; John Alsop, vice president (North Dakota); Myrle V. Hilton, Charles Goessling, G. B. Patterson and John Roethlisberger. Standing: Ward D. Briggs, H. A. Albinson, Hiram Munn, Robert Komerar, treasurer; Walter Buckholz, vice president (Minnesota); Cole Berry, vice president (Iowa); Karl Benz, vice president (South Dakota); L. A. Geise, Clem Knecht, Gerald Jewett and D. B. Taylor. Missing from the picture are Max Grey and John Wallace, retiring directors, and New Director W. W. Holman, president of the Iowa Association

Cy Sweet Says -

C. B. SWEET, President, National Retail Lumber Dealers Association

During the past several months there has been a vast amount of discussion, pro and con, about the wisdom of trying to produce a hydrogen bomb. Proponents of the bomb have said that we must go ahead with its development before the Russians get the jump on us and produce one. The opponents of the project have said that we must not develop such a devastating and horrible weapon.

In all of the discussions of, first, the atomic bombs, and now a hydrogen bomb, dire results from producing such weapons have been predicted. We were told that a whole city could be wiped from the earth with the use of an atomic bomb; now, that a whole nation could be destroyed by the more powerful hydrogen bomb. That these things will come to pass has been prophesied unless men can come to a meeting of minds.

We all recognize the power of the bombs in the keeping of world peace, or in the destruction of civilization. I see a strange analogy, in the power of our ballot for good or evil, in the United States. Here in America, we the people have, for the past 150 years, been free to express our wishes through the democratic system of the ballot. We have long held the power to elect men to our Congress who, by their words and actions on national and international policies, can and do affect the lives of not only the millions of Americans, but also the millions of other peoples of the world. Good or evil can come of our own choice.

That we chose unwisely in the selection of some of our high government officials in our last national election is being borne out, in my opinion, by the present trend of government away from our democratic system. The American people are being led to believe that financial security is their ultimate goal, and that an all-powerful government can give it to them. They are not being told that to attain this government-provided security they will have to relinquish their freedom, liberties, personal rights, opportunities—however you choose to express it. In some other countries the people have so-called security, but they have no freedom of speech, no freedom of choice, no personal liberties, no personal opportunities. They have secret police, and concentration camps in their stead. Of what value is financial security without freedom? What difference whether our nation is wiped out by a bomb or by a force just as devastating, a force that would leave us as Zombies—men who must toil without the rights and privileges to which we were born and for which, to be strong, we must strive.

Isn't it time for a meeting of the minds of the American people to put into effective use that great force, the ballot, to the end that our elected representatives will so act as to carry on the principles of our forefathers—who sought not only to make our nation secure, WITH freedom and liberty for all, but who fought hand in hand with the leaders of other great nations to insure the same liberties for their people. Let all of the American people go to the polls and vote, and vote for men who have declared themselves to be dedicated to the task of keeping America free, and the world a decent place in which to live.

Francis G. Foster New Kansas City President

Francis G. Foster, a member of the association since 1928, has been elected president of the Builders Association of Kansas City, Mo., succeeding Edwin A. Elliot. Other 1950 officers are John P. Cooper, first vice president; Milton B. Schwieger, second vice president; Robert Peterson, treasurer; and William W. Hutton, executive vice president.

Selected to serve on the executive board were Cooper, Peterson, R. L. Swert, Gus Rau and Edward Lochman.

The association expects to plan a centennial observance as part of the program presented by the Kansas City Centennial Association June 3 to July 4. First Vice President Cooper will be in charge of chapter participation.

USC Home Planning Course

Courses offered at the spring semester at the University of Southern California's evening division include one in Home Planning. It covers site selection, cost analysis, new building materials, new equipment, principles of color, furniture arrangement, acoustics, heating and lighting.

Long Island Chapter Hears NAHB Convention Reports

Reports on events at the National Association of Home Builders convention and exposition in Chicago along with current legislative problems occupied the time of about 120 members of the Long Island Home Builders Institute at the regular meeting February 28.

Prior to the opening of the Chicago meeting, O. J. Hartwig, executive secretary, had assigned coverage of the various clinics and general sessions to individual members with the stipulation that they report to the membership at this and other regular meetings. Reports were presented by Cy Williams, on home design; Herman York as a member who attended his first annual convention; Rudolph Matern, economy home design; James Graham, public relations; Clifford Rand, modern heating; Irving Sokolov, taxation; Charles LaDolce, another member reporting on his first visit to an annual meeting.

James Graham was introduced formally at this meeting as the new regional vice president for Region XX.

Executive Secretary Hartwig climaxed the meeting by reporting on the legislative status of FHA and other matters of vital interest to the membership. As a result of the expiration of much important FHA financing at midnight February 28, a four-man committee from the Long Island Home Builders Institute went to Washington the next day to confer with New York's senators and Long Island representatives. The committee was headed by Walter Stackler of Roslyn Harbor, chairman of the Institute's mortgage and finance committee. Other men in the group were Howard Wood, of Stony Brook, Suffolk County; Peter J. Fallon, of Elmont, and Fred W. Jackson, assistant vice president of the Dime Savings Bank of Brooklyn.

Lumber Machinery to Feature Southern Pine Convention

A comprehensive exposition of lumber manufacturing machinery and equipment will be one of the outstanding features of the 35th annual convention of the Southern Pine Association in New Orleans April 17-19. The three-day meeting will be held at the Roosevelt Hotel, with special events related to the Association's Mechanical Efficiency Program taking place at the civic auditorium.

Considerable space, association officials said, had already been reserved by machinery manufacturers, and the area outside the auditorium will also be used to demonstrate machinery and equipment.

The exhibition will be open to the public April 20, when the program will include a demonstration of tree-planting with Southern Pine seedlings.

Renew your A.B. subscription TODAY!

(Continued from page 63)

E. Mullin, Norristown, Pa.; Charles Eberts, Bethlehem, Pa., and Luther H. Schmoyer, Boyertown, Pa.

The sessions and entertainment features were conducted at the Chalfonte-Haddon Hall Hotel. There were about 80 exhibitors and a total attendance of more than 1,500.

The Middle Atlantic's prized Silver Plaque award was made this year at the annual banquet to E. G. Gavin, editor of *American Builder*, in recognition of outstanding industry leadership. The Civic Achievement Award was given to Frank W. Romig of the Trexler Lumber Co., Allentown, Pa., in recognition of his lifetime of outstanding service to his company, his industry and his community.

Western Pennsylvania

George B. King, of the King Lumber & Supply Co., Tidioute, Pa., was elected president of the Lumber Dealers Association of Western Pennsylvania at the 43rd annual convention in Pittsburgh February 8 and 9. King succeeds M. R. Fetteroll of Johnstown.

GEORGE B. KING

Other officers elected are: F. A. Grounds, Meadville Lumber Co., Meadville, first vice president; F. D. Beyer, Beyer & Co., Tyrone, Pa., second vice president; S. W. Means, S. W. Means Lumber Co., Pittsburgh, treasurer; R. F. McCrea, Pittsburgh, secretary-manager; R. P. Greiner, Pittsburgh, assistant secretary-treasurer; J. H. Hankins, Hankins-Paulson Co., Uniontown, Pa., director to NRLDA; W. F. Campbell, Campbell Co., New Wilmington, councilor to the U. S. Chamber of Commerce.

Total registration reached 943, an all-time record for this group. There were 52 exhibitors occupying the available display space in the William Penn Hotel.

Again this year members of the Pittsburgh Wholesale Lumber Dealers Association had the dealers at the convention as their guests at a luncheon Thursday noon. Carl Sinewe was chairman of this affair, which was presided over by I. N. Tate, of the Germaine Lumber Co.

(Continued on page 66)

Cortright's Column

FRANK W. CORTRIGHT, Executive Vice President, National Association of Home Builders of the United States

"THROUGH THESE DOORS"

The doors to more than a million new homes swung open last year to their new owners. Through these doors passed the finest people in the world—middle income American families. They moved into bright new homes, well located and splendidly equipped. They paid prices that were not only the envy of the world—but were unobtainable anywhere else in the world.

Examination of the families who bought the great bulk of houses last year produces some rather startling facts. That is, they are startling when laid alongside the claims of those who maintain the private home building industry is not housing the "middle income group."

For FHA records for the first six months of 1949—and they are well kept—show clearly that it is the middle income families who are buying the most houses today.

* * * *

Consider these facts about the families who passed through our doors last year:

The largest single group of home purchasers were in the *below* $4,800 bracket. Families in this income group bought 60 per cent of all standard-financed new FHA houses in the first six months of 1949.

More than a third of all houses went to families with incomes in the $3,600 to $4,800 range. They took up 37.5 per cent of production.

Almost as many new houses—30.5 per cent—went to the next *lower* income group, the families with incomes *below* $3,600.

And, most dramatic of all—what group do you suppose got the least number of houses? *Those with $6,000 and over income! These people—supposedly the only income group the home building industry can serve—got the smallest proportion of the houses built—only 14.7 per cent.*

Thus the official record shows plainly that it is none other than America's middle income families who are passing through the doors that the ingenuity of the home building industry is swinging open by the million every 12 months. But even this plain fact does not abash the apostles of collectivism who prefer to set up American families in cooperative or other groups. It is more convenient for them to ignore the record than to face it.

* * * *

Having pushed through this great accomplishment of middle income housing, we have now set another goal. To the huge volume of "For Sale" housing in the lower price brackets we now want to add economy rental housing. This is a task that will challenge all our ability.

This type of rental housing calls for an entirely new approach. It will probably involve expansion of FHA rental housing standards to put more emphasis on the typical American rental unit—the two-, three-, and four-family unit. This type of rental accommodation, with its less expensive construction, lower maintenance and operating charges, has always provided the bulk of rental accommodations. It held this position until the emergency of the big multi-unit projects under 608. But with all the advantages of multi-unit, garden-type apartments went higher construction costs, higher operating, management and maintenance costs—and higher rents.

* * * *

The economy rental housing field is our new goal for 1950 and beyond. How we can push into this new area remains to be determined, but having achieved the impossible in our middle income housing, we can face this new job with confidence.

Then, "Through These Doors," opened by home builders, will pass families in every income bracket.

New Dallas Board of Directors

BOARD of DIRECTORS of the Home Builders Association of Dallas was installed at recent annual banquet. They are: (front row, from left) H. D. Cosby, secretary; H. Leslie Hill, president; Vernon Smith, vice president; Wilson H. Brown, treasurer; (second row) W. W. Caruth, Jr., national director; Harold Wall, director; Hub Hill, director; George R. Jackson, director; J. M. Tuttle, Jr., director; (back row) Sam Laughlin, director; Grover Godfrey, executive vice president; Avery Mays, national director; H. D. Lewis, alternate national director; and John Foley, field secretary. More than 600 persons attended the banquet at which 137 new members were welcomed. The association now has a membership of 480

(*Continued from page 65*)

Illinois

A new attendance record, exceeding the previous high by 500, was established at the Illinois Lumber and Material Dealers Association convention when registration reached 4,713. The meeting was held at the Sherman Hotel, Chicago, Feb. 21-23. There were 171 exhibits.

John W. McConnell of the Dacy Lumber Co., Woodstock, was re-elected president; and the vice president, W. Lindley Huff, Decatur, was also re-elected. Directors are Leo R. Allen, Flora; J. William Harrington, Hill-Thomas Lime and Cement Co., E. St. Louis; Theo Kent, Kent Lumber and Coal Co., Mattoon; J. H. McCune, McCune Lumber Co., Rushville; Walter Schmeling, E. W. Schmeling and Sons, Rockford; and Bob Stotlar, Herrin. John D. McCarthy is association secretary.

Speakers included Everett M. Dirksen, Republican candidate for the United States Senate from Illinois; C. B. Sweet, NRLDA president; H. R. "Cotton" Northup, NRLDA executive vice president; Col. Robert B. Brooks, St. Louis, real estate analyst of the Roy Wenzlick organization; Philip Creelen, Edward Hines Lumber Co., Chicago; Chester C. Kelsey, Asbestos Cement Products Association; John T. Hackett, Jacksonville, Ill., president of the Illinois Fuel Merchants Association; Harrison Wood, radio commentator; and David S. Miller of the Armstrong Cork Co.

West Virginia

The West Virginia Lumber and Builders' Supply Dealers' Association conducted the 37th annual meeting at the Daniel Boone Hotel in Charleston, February 24 and 25, with about 360 in attendance. There were 26 exhibits occupying 33 booth spaces.

Earl Lilly, of Byus-Mankin Lumber Co., Beckley, was elected president to succeed Ralph B. Thorn, of the General Woodworking Co., Morgantown. Other 1950 officers are: Orval Means, Means Lumber Co., Beckley; J. C. Borden, Citizens Coal & Supply Co., Bluefield; A. W. Laing, Jr., Kanawha Valley Lumber Co., Charleston; James E. Moore, Minter Homes Corp., Huntington; Ralph Woodyard, Woodyard Lumber Co., Grafton, all vice presidents.

Directors are: C. L. Lantz, George Wiemer & Sons, St. Albans; E. H. McGhee, Elkins Builders Supply Co., Elkins; George A. Bailey, H. L. Seabright Co., Wheeling; Charles E. Badger, Badger Lumber Co., Parkersburg; C. G. Conaway, Fairmont Wall Plaster Co., Fairmont; C. I. Cheyney, Bailey Lumber Co., Bluefield; Robert E. Walls, South Side Lumber Co., Morgantown.

Virginia

Members of the Virginia Building Material Association gathered in Roanoke February 15, 16 and 17 for their annual meeting, with more than 460 in attendance. Ernest L. Whitehurst, of Whitehurst-Wilbur Co., Norfolk, was named president to succeed S. Lester Burrough, of the Tappahannock Supply Co., Tappahannock.

Other officers are: Maurice R. Large, Farmville Manufacturing Co., Farmville; Wm. N. Neff, Vance Supply Co., Abingdon; L. R. O'Hara, Yorktown Ice & Storage Corp., Yorktown; E. R. Woodridge, Skyline Lumber Co., Roanoke, all vice presidents; Craige Ruffin, Ruffin & Payne, Inc., Richmond, treasurer.

Directors are: Forrest G. Brice, Ashland; E. R. English, Altavista; H. G. Fowler, Newport News; J. F. Hardwick, Salem; R. H. Hinton, Lilian; S. Gordon Leary, Woodbridge; M. M. Maddux, Marshall; David H. Mims, Luray; J. F. Raff, Sr., Washington, D. C.; C. B. Robinson, North Tazewell; Paul F. Rosenberger, Winchester; Fred Shortt, Grundy.

Earl R. Hunt, Norfolk, was elected director of the National Retail Lumber Dealers Association and Alfred A. Smoot, Alexandria, is councillor of the U. S. Chamber of Commerce. Past President Burrough was retained to the advisory council of past presidents.

Nation-Wide Hoo-Hoo Activities Announced

Boston.—The Harry L. Folsom Hoo-Hoo Club No. 13 inducted 31 kittens at its mid-winter concatenation preceding the Massachusetts Retail Lumber Dealers Association meeting. The Snark of the Universe, Martin Wiegand, was honored guest. There were 169 members and guests, including Hoo-Hoo dignitaries from Maine, New Hampshire, Rhode Island, Connecticut and New York.

New York City.—A big convention dinner for Hoo-Hoo and Old Timers climaxed the Hoo-Hoo portion of the program at the Northeastern Lumbermen's convention. Viceregent Sam Wisner conducted a concatenation at which 15 kittens were initiated.

Richmond, Va.—Hoo-Hoo members from Richmond, some Old Timers and some inducted at Virginia Lumbermen's convention were present at a January meeting and took part in the initiation of 13 kittens, Robert C. Johnson of Richmond has reported.

Minneapolis.—A Hoo-Hoo All-Presidents' luncheon was sponsored by the Twin Cities Hoo-Hoo Club No. 12 at the Northwestern Lumbermen's Annual Convention. Martin T. Wiegand, Snark of the Universe, was honoree. Attending were members of the Supreme Nine, the Board of Councillors, officers and directors of the Twin Cities Club and four of the famous Immortals, as well as all State officers, State Deputy Snarks, Viceregent Snarks and presidents of all clubs in Jurisdiction No. 8.

Addresses were made by Snark Wiegand and Past Snark Ray E. Saberson. Forty-three kittens were initiated in the concatenation on the first day of the convention.

(*Continued on page 182*)

Don't Trap Vapor in Walls!

HEAT FLOW thru space of NON-INSULATED WALL: Conduction 5% to 7%; Convection 15% to 28%; Radiation 65% to 80%.

Use an insulation which has zero permeability to vapor, is non-condensation forming, can retain no moisture, and will force out fortuitous vapor

To force out vapor, permeability of insulations should be AT MOST 1/5th that of outer walls. Otherwise, trapped inside walls, moisture REDUCES insulation values; and DAMAGES wood, plaster and paint.

Water vapor at 32°F has a volume 205,625 that of water. To prevent condensation, and allow for evaporation, a large space is needed between outer walls and insulations which permit vapor to flow through. Reducing the space or the temperature converts vapor to moisture, retains existing moisture.

Most "vapor barriers," asphalt paper for example, are only waterproof. Water molecules are too large to pass through the pores. But minute particles of gas, such as water vapor, sieve through and accumulate in wall spaces and in ordinary insulations. Vents at top and bottom have little value. Vapor travels the shortest distance to the cold wall and condenses.

Breaks in the outer wall, or infiltration under flanges because of vapor pressure, or seasonal changes of direction of heat flow and vapor, sometimes permit vapor or moisture to leak into the space between wall and insulation.

With Infra, they will be PUSHED OUT as vapor, gradually, through the outer walls by PRESSURE FROM WITHIN; because compared to Infra's ZERO PERMEABILITY to vapor, the outside walls have a substantial permeability. Infra Multiple Aluminum Accordion Insulation is also non-condensation-forming, and can retain no moisture.

THERMAL FACTORS, INFRA TYPE 4

Down Heat C .064 equals 5" Dry Rockwool
Up Heat C .109 equals 3" Dry Rockwool
Wall Heat C .105 equals 3½" Dry Rockwool

Vapor Permeability equals ZERO

The cost of Infra Type 4 installed between wood joists, material and labor, should be under 8¢ sq. ft. in new construction.

Write Infra **for a FREE COPY of the National Bureau of Standards 14-page booklet on "Moisture Condensation in Building Walls." *Address Dept. 84.***

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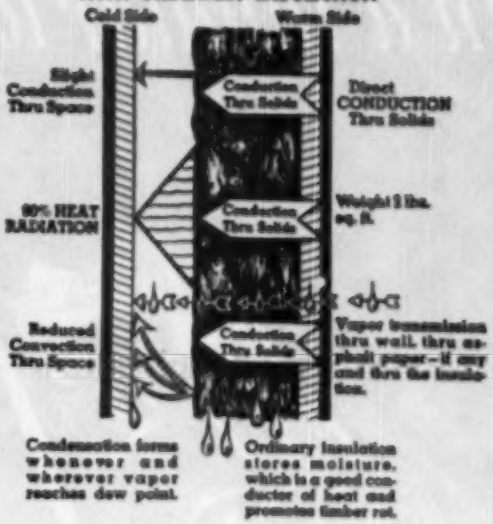
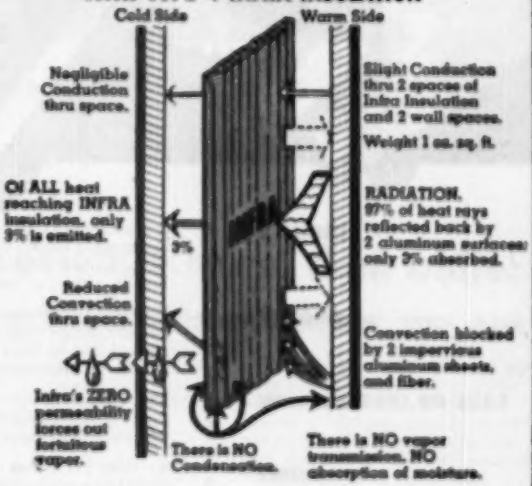
HEAT & VAPOR FLOW THRU WALL SPACE
WITH ORDINARY INSULATION



HEAT & VAPOR FLOW THRU WALL SPACE
WITH TYPE 4 INFRA INSULATION



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What do you look for in a tubular lock?

QUALITY — KWIKSET LOCKS ARE BUILT TO TAKE IT! Kwikset's simplicity of design and rugged construction assure years of trouble-free service. Individual lock parts are precision-built from highest quality wrought brass, bronze, steel and tough, durable Zamak No. 5.

BEAUTY — KWIKSET LOCKS ARE DISTINCTIVELY STYLED! Simple beauty and clean modern design make Kwikset locks perfectly suited for both traditional and modern homes. Style makes Kwikset locks a credit to any home . . . and to the architect or builder who puts them there.

EASE OF INSTALLATION — KWIKSET LOCKS CUT INSTALLATION TIME! Kwikset's simple 2-hole installation cuts on-the-job time and labor costs to an absolute minimum. The unique Kwikset jig speeds perfect installation.

PRICE — KWIKSET LOCKS ARE LOW IN COST! Kwikset's advanced manufacturing techniques make cost-saving volume production possible . . . keep unit costs down . . . make possible top quality locks at rock-bottom prices.

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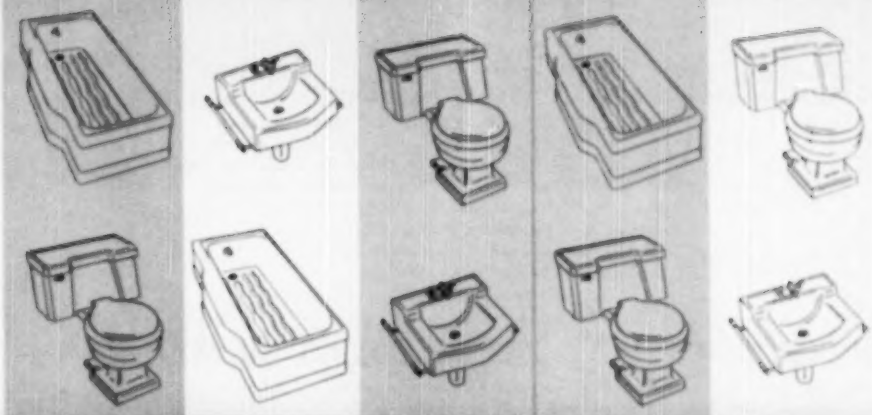

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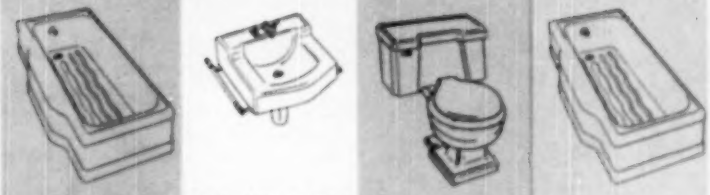

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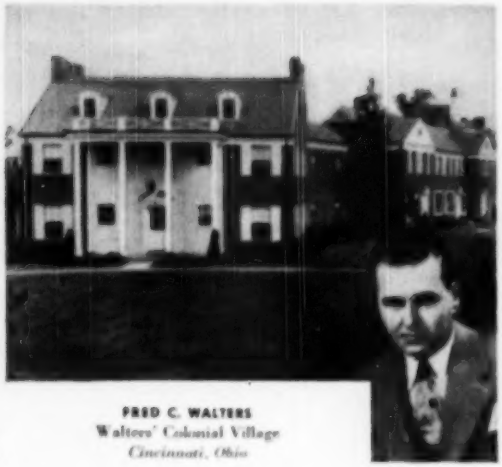

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Walters' Colonial Village
Cincinnati, Ohio

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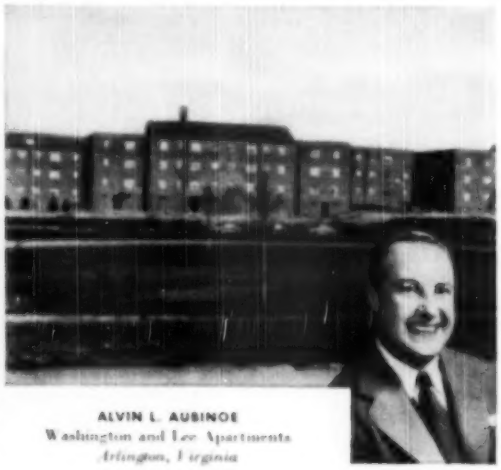

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E D I T O R I A L

The Little Man Speaks

MONTHS ago, following the passage of the Housing Act of 1949 which authorized the construction of 810,000 public housing units in the succeeding six years, *American Builder* pointed out one pertinent fact, and hoped that it would be used. That fact was that, after four years, the public housing battle had been lost in Washington, but that it had only begun at the grass roots. With this fact in mind it was also pointed out that public housing could not be built if the voters in the cities decided against it, and it was suggested that if the home building industry would find a way to tell the public the full implication of public housing the public could be depended on to forestall it locally.

In several cities already, the industry has found a way to tell the full story, and it has found to its considerable amazement that it had an unexpected host of individual allies. The little man, owning or paying for his own home, understood very quickly what was going to happen to his taxes and possibly to his equity in his home. In the hearings that have been held and are being held in many cities there is no need for builders and representatives of other segments of the home building industry to become vocal. The home owners are clamoring to be heard, and they are being heard. What they are saying carries a lot more weight than anything a builder could say. It is difficult to make the man on the fence move away from the public housing side because of what a builder has to say. It is hard to make the man on the fence believe that a builder will build the houses whether they are public or private and that, therefore, his opposition to public housing is unselfish.

But, no one can gainsay the motives of the little home owner. He is forthrightly selfish, and determined to protect his Constitutional rights. Consider the woman, who unheralded, demanded to be heard in Chicago. She asked by what right the city proposed to build houses—with the taxes she and her husband are paying—and then with no tax income from those houses, overload a school system already so overloaded that her children are allowed only half the normal time in school each day. She cited the struggle she and her husband and thousands like them are making to buy their own homes and pay their own way. She questioned the right of anyone to subsidize housing, and certainly at her expense. She had no objection to high taxes, and even higher ones if genuinely necessary to give her children adequate educations. She advanced many other pointed observations and arguments. She is only one of many reacting in the same way.

The little man is becoming the big man in the public housing battle. He always does become the big man once he understands the real issue. It is the little man at the grass roots who made this country what it is, and intends to keep it that way for his children. It is the business of builders everywhere to tell him the side of the story he has not heard. If that story is told fully and clearly there need be no fear of public housing. It will not be decided in Washington. Nothing ever is. It will be decided at the grass roots by the little men who intend to be heard.

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American Builder Prize Home Competition

Co-sponsor, Women's Division National Association of Home Builders

A contest to create designs of single-family dwelling units for families in the middle income bracket, open to women students in accredited architectural schools in the United States and Canada

REPORT OF THE JURY: In the competition which closed February 3, 1950, forty-four drawings were submitted. Considering the many demands that were placed upon the students, particularly during the time that was allotted for preparation of their entries, which occurred during the Christmas Holidays and the closing and opening of semesters, the jury felt that this number was a gratifying response. All of the drawings were better than average in the quality of workmanship and character of design.

The jury met for judging on February 9, six days after the close of the contest, in the executive offices of the Chicago Metropolitan Home Builders Association. The jury of seven, consisting of architects, builders, building magazine editors and a housewife, devoted the entire day to an intensive study of the drawings submitted. After a thorough preliminary review each judge was requested to select the six designs he considered as the winning entries, listing each according to his preference. The chairman prepared a chart on which all the designs to be considered were listed. The design placed first rated six points, five for second, and down to one for sixth place. Thus the total number of points determined the winner. That a wide variance of opinion existed between the judges was indicated by the fact that only four points separated the two top place awards. The architect and builder members of the jury often found themselves differing on the relative merit of the flat roof design as compared to the conventional hip or gable type.

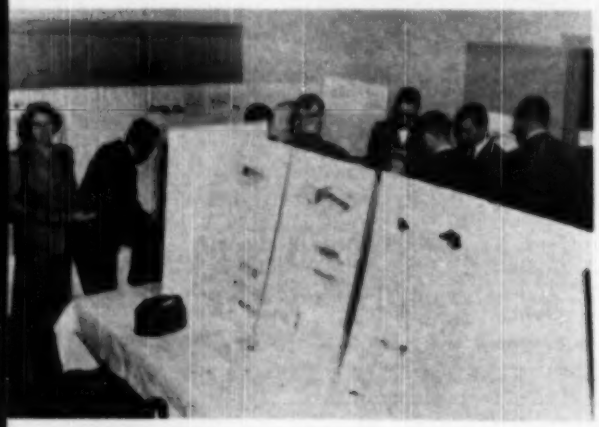
The jury as a whole was disappointed by the tendency of the entrants to disregard the stated intentions of the program—to secure plans that would be marketable to the public and attractive as investments to builders and lending agencies, and which could be executed into finished homes by the average home builder. Practically all entries leaned to the flat or semi-flat roof design and all, without exception, confined the living area to one floor.

In conducting this contest it was the hope of the sponsors that the woman's angle of home design would be emphasized. The judges are confident that the majority of plans submitted record this type thinking in several ways. (1) By providing play areas for small children, easily supervised by the housewife from the kitchen or some other central work area. (2) Through a layout of rooms that provides excellent circulation to the various zones of living, eliminating unnecessary steps in carrying on the household duties. (3) By providing greater freedom in the kitchen area through multiple use rooms, including dining and laundering. Where a separation occurs between kitchen and dining area a "pass-through" at counter height is employed.

On the debit side, the jury found that in most cases inadequate space was provided for the heater and utility rooms. These were often placed in leftover areas. This condition was attributed to a lack of practical experience on the part of the entrant. With two exceptions all of the designs submitted were of the basementless type. In omitting the basements, the jury noted that most entrants failed to provide for compensating space, both bulk or built-in, on the ground floor level.

Members of the jury held different points of view with regard to some elements of the program. For example, some jurors strongly regretted the scarcity of good two-story plans. Others advocated the one-story house because of its greater convenience for the housewife. There was general agreement that garages should not be at the back of the house or to the rear of the lot because of the wastage of land area for driveways. There was an inclination on the part of the entrants to regard the garage, or other provisions for parking the car, as the most frequently used entrance to the house; in effect, its main entrance. For that reason, there was much doubt whether the open car shelter close to the street is really an acceptable solution, since the car would normally attract a good deal of clutter, exposure of which is undesirable. There was criticism of garages that stood detached in front of the house fully exposed to the street. The jury felt that garages look bad enough in their usual rear location and that if it became general practice to place similar detached structures in the front, the appearance of the street would be greatly damaged. Most of the members were agreed that the garages were planned too tight. With the increase in the size of the average automobile there would be no room left for the storage of garden tools, screens, or the placing of a work bench in this area.

The fact that the program did not state the age of the two children, it was assumed by most entrants that they were under ten years, and the sleeping and play areas



JURY required a full day of intense study of the forty-four drawings submitted. The winners were determined by a point system, each drawing being rated on the number of points earned

WINNERS of the first three awards were guests of the National Association of Home Builders at their annual Exposition and Convention held at The Stevens hotel, Chicago, February 19 to 23. Their program included press conferences, meetings with women builders, visiting the exhibits and appearing on the program at the first general session to receive their awards

were arranged accordingly. In most cases they failed to take into consideration that the children would eventually grow up and that this space would require adjustment in plan layout to conform to more mature requirements.

Some members regretted that a relatively large number of contestants failed to provide for an adequately sized living room for a family of four. Many considered the dining area as a definite part of the living room and scaled it accordingly. The jury felt that the 1300 square feet of livable area as set up in the program was sufficient to provide for all the elements of the plan including a good sized living room.

There was disappointment over the relatively few entries that provided eating space in the kitchen. With a family containing two children this should be a "must." Some entries indicated bars for lunches and snacks. This is not a good idea for small children as the stools are too high on which the children are to sit. Another error in planning that was general with most entrants about which the judges were concerned, was the large number of doors that were placed in the kitchen to be used as access to other rooms or the outside. The jury felt that more than two doors were unnecessary as it reduced the wall space available for fixtures to a bare minimum.

The jury did not entirely reject plans where minor shortcomings appeared readily curable, but considered them as a cause for rejection where their correction would have required major alterations of the plan. Similarly, there were cases where the utility and laundry area were an integral part of the kitchen, which, when considered as livable area, would have raised the square foot area of the house beyond the limit designated in the program.

The jury is confident that the prize winning entries have met the program requirements in a manner that reflects credit to themselves and particularly the teaching of the schools they represent. In general, the plans are excellent and with very little difficulty could be made to conform to sloping type roofs.

JURY OF AWARDS

Walter T. Anicka, Chairman	Martin H. Braun
	Charles E. Joern
Mrs. Robert H. Morris	Robert E. Sangster
Frank Lee Cochran	Arthur V. Hansen

PROGRAM REQUIREMENTS

The program for this competition calls for the design of single-family dwelling units for families in the middle income bracket consisting of father, mother and two children, one a boy and the other a girl. The dwelling unit shall not exceed 1,300 square feet of floor area, disposed on one or two stories, and shall be suitable for a site having a depth of 150 feet and a frontage of 75 feet along any paved street running in any compass direction the entrant may choose. No dwelling or other structure shall be placed nearer than 30 feet from the paved street or nearer than 15 feet from the rear lot line or nearer than 5 feet from the side lot lines. The dwelling shall occupy not more than 62 feet of the width of the site. All sites shall be assumed to be rectangles, situated between adjoining lots, with the rear property line adjoining a lot on the next street. All public utilities are available; there are no trees or other obstructions; the grades are uniformly level, and the character of the soil presents no special problem. Emphasis is placed on "realism" in that the house must be designed to be marketable, and attractive as investments to builders and lending agencies. They must be of the type that can be executed into finished homes by the average home builder, at total costs not considered excessive, uneconomical or wasteful in relation to the floor area.

SHED ROOF DESIGN

ELIZABETH GRAHAM BELL, Carnegie Institute of Technology, winner of first prize in a graduate of Carnegie High School; attended Madeira School, Greenway, Va., graduated from Wellesley College in 1947 and is now attending Carnegie Institute of Technology where she is majoring in architecture. Houses and house design have been her primary interest since early childhood. Miss Bell plans to spend some time in Europe this summer in further study of architecture.

THIS entry received favorable consideration from the judges because of a number of excellent qualities. The orientation of the plan together with the organization of the space is good. Circulation within the house to the various areas of living without using any room except the entrance hall as a traffic artery drew favorable comment.

A feature which was rated high in the opinion of the jury is the lounge-living room arrangement with the two-way fireplace forming a separation. These two rooms upon the occasion of a large gathering could function as one, providing the freedom and luxury of a large home. The lounge area also doubles as a playroom for small children during the day. The ceiling in the lounge and living room follows the contour of the roof, providing additional height in these rooms and permitting the use of a floor-to-ceiling window grouping on the garden side of the living room.

The exterior appearance was considered the most attractive of the winning designs. The large windows in the living room give height and character to an elevation that otherwise would be uninteresting.

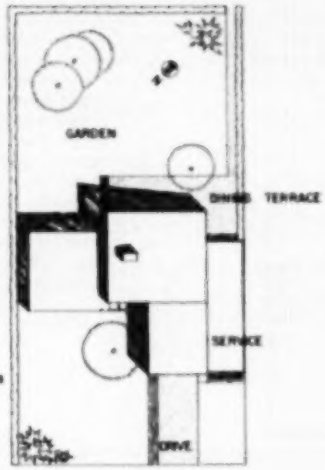
Criticism of the scheme was limited to such particulars as the minimum dimensions of the garage, the none too adequate provision for storage in the laundry which room should have been accessible from the outdoors, and the omission of a door between the garage and laundry. It was also thought that the four doors leading from the kitchen were excessive in number, and that the door from kitchen to outdoors should have been placed in the laundry, thereby allowing more counter space in kitchen.

It was the opinion of the jury that the house could be easily and quickly constructed by the average small home builder in most any area of the United States. The design would not involve any structural difficulties and could be erected at a minimum of cost.

PERSPECTIVE FROM SOUTHEAST

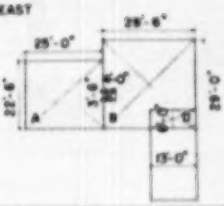
NORTHWEST

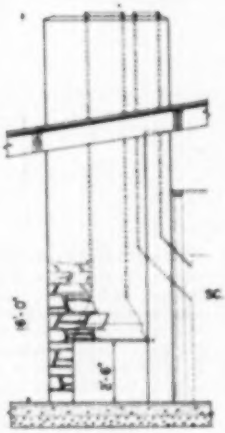
NORTHEAST



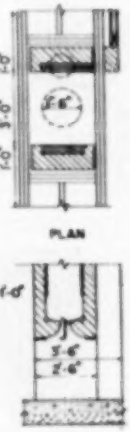
PLOT PLAN

A	= 562.5	SQ. FT.
B	= 625.5	SQ. FT.
	1189.0	SQ. FT.
+ C	= 14.0	SQ. FT.
+ D	= 78.0	SQ. FT.
TOTAL	1297.0	SQ. FT.





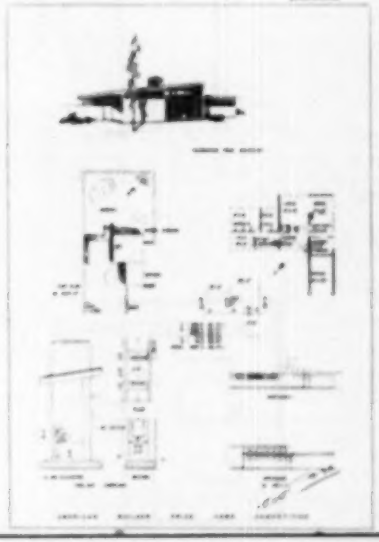
LIV. RM. ELEVATION



PLAN

SECTION

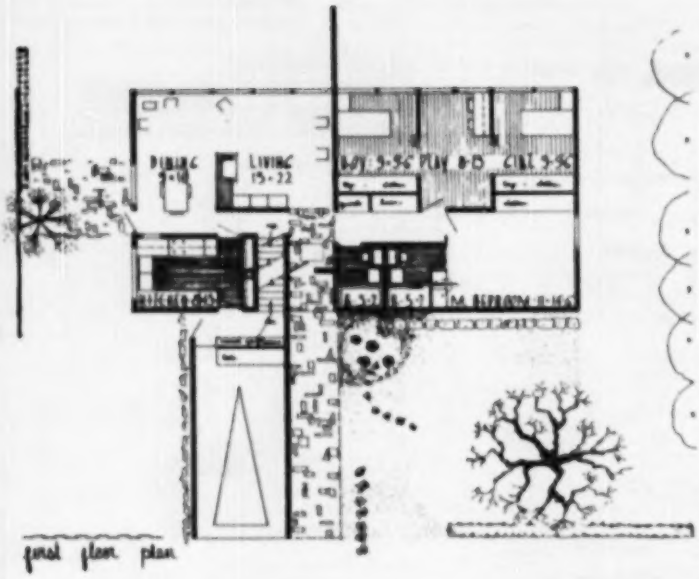
TWO-WAY FIREPLACE



HIP ROOF DESIGN

THE jury was attracted by the external appearance of this entry primarily because it conformed to the program requirements to a greater measure than the other prize winners in that it would be acceptable to lending agencies. Other features favorably commented upon were the basic simplicity of the outside perimeter of the house which makes it easy to construct, and the overhead protection from the elements afforded the walks on either side of the garage by the wide roof overhang. The separation of living and sleeping areas which assures mutual privacy because of the position of the entrance that is centrally located between the two areas was another feature which made this design worthy of consideration. Also provision was made for a work area, storage, and the utilities in the basement, with added storage in the attic and convenient stairs to both. The possibility of expanding the children's bedrooms after they have grown up through the elimination of the playroom was considered a distinct advantage.

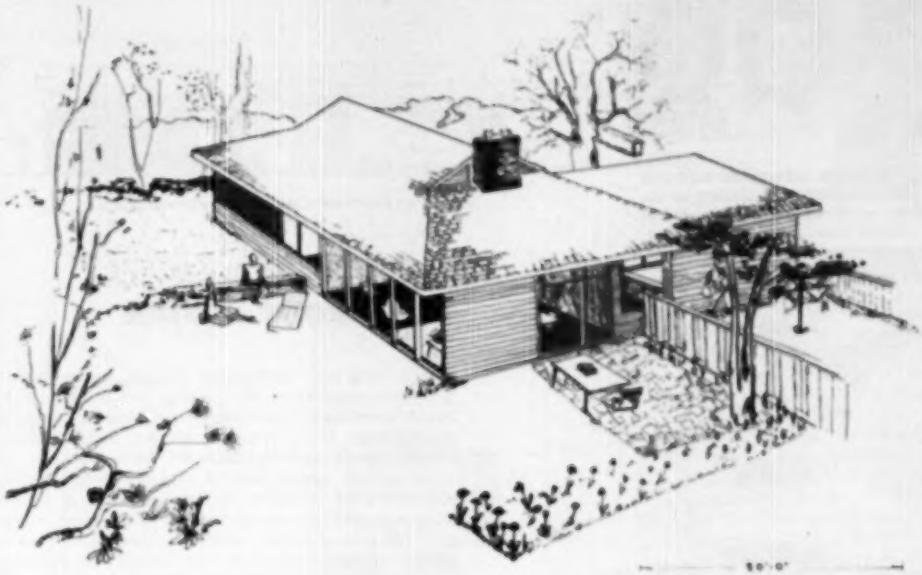
Questioned were: the position of the fireplace which appears to divide the living area; the use of an eating bar and stools in the kitchen in preference to a table and chairs; reasonable headroom at the top of attic stairs, and the laundry placed in the basement. Some members of the jury questioned whether two bathrooms were warranted, especially since both were placed directly together. Also questioned was the width of the single car garage. It was agreed, however, that this house could be built economically in any section of the country with a minimum of effort and with a wide selection of exterior facing materials.

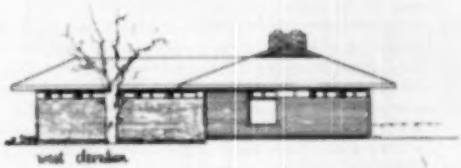


final floor plan

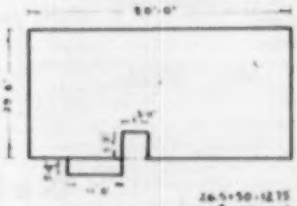
basement

SONIA JEAN ALBERT, Yale University, winner of second prize, is a graduate of Danbury High School, Danbury, Conn.; was graduated from Brown University, cum laude; studied civil engineering at Columbia University; took special courses in architectural design at the University of Oslo, Norway; since close of the contest has been graduated from School of Architecture, Yale University. Left March 8 for Sweden to take a design position



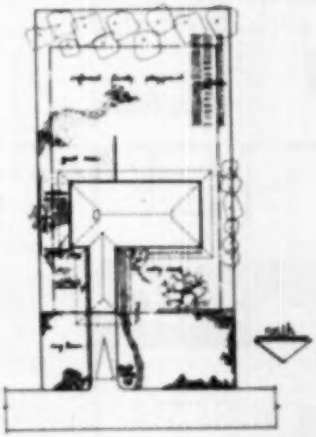


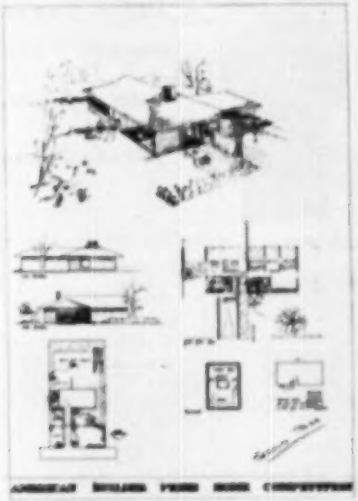
west elevation



basement, garage and attic not incl. in total floor area

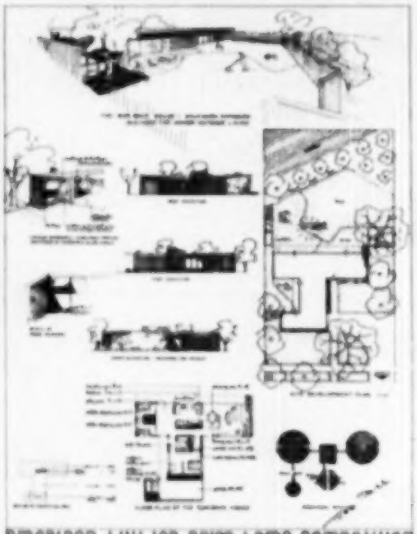
north elevation





NANCY HOPKINS, MARGARET SINCLAIR and MRS. JOSEPHINE WILLROOT of the University of Illinois, collaborators of third prize winning home, are second year landscape architecture and architectural students

FRONT ELEVATION • DESIGNED FOR PRIVACY



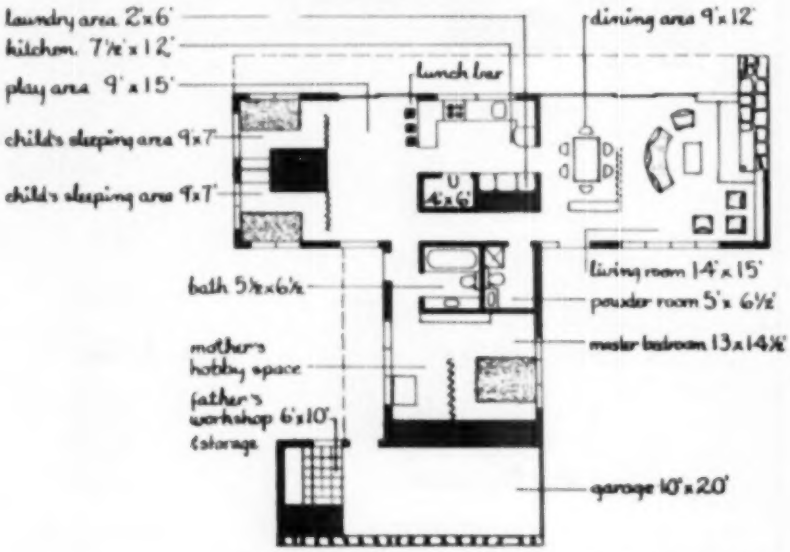
American Builder Prize Home Competition

FLAT ROOF DESIGN

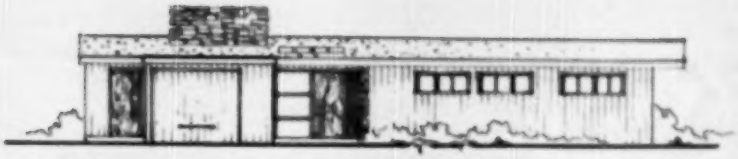
THIS entry was commended because of the straightforward approach to the problem and the general external appearance, particularly the detailed landscape arrangement. Other favorable features included the allowance for through ventilation of the living areas; use of an intimate family court at side entrance; supervised play area close to kitchen, and the extension of the fireplace to include a barbecue pit at end of terrace. Jurors gave recognition to the considerable amount of time expended by the entrants in determining the functional analysis of the plan which was well handled with the utility unit as the center or core.

The main criticism, however, was based upon the improper distribution of the storage area and the limited area set aside for the utility room and laundry. The jurors felt that while the absence of a wall between kitchen and play area made supervision excellent, conversely it prevented the children's sleeping area from being considered a quiet zone. Separation of the master bedroom from the children's was also regretted.

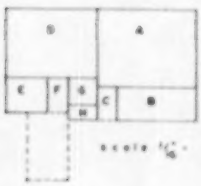
It was the opinion of the judges that the entrants had exploited the site's possibilities and its relation to the house to the utmost and that the entire arrangement was commendable.



FLOOR PLAN OF THE "SUN-BACK HOUSE"



WEST ELEVATION



space	area	sq ft
A	17'4" x 27'8"	485
B	9'6" x 23.3'	222
C	not included	0
D	15.5' x 26.5'	412
E	9'0" x 12'0"	108
F	not included	0
G	8.5' x 6.7'	57
H	8.5' x 2.3' x 5	10
	TOTAL	1294 sq ft

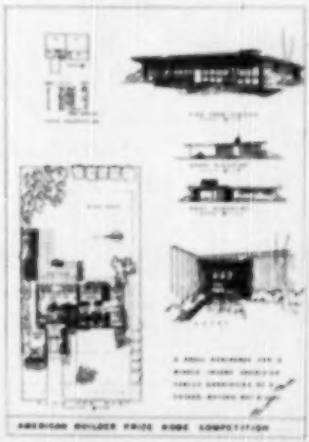
AREA CALCULATION

VIEW FROM TERRACE

Another—
SHED ROOF DESIGN

IN CONSIDERING this design the jury felt that it had good possibilities. In general, the plan provided excellent circulation to the various zones of living. A double bath arrangement was considered a necessity in a potential three bedroom house. In relation to costs, the judges recognized that construction work would be economical because of the basic simplicity of the outside perimeter of the house. The entry detail is interesting and provides access to all parts of the dwelling. The large terrace at rear with the diagonal wood screen separating it from the bedroom windows was well thought out.

On the negative side, the jurors found a lack of adequate storage and work area. Some members objected to the utility room placed in the quiet zone. A lack of play area for small children was noted. While a folding door permits opening the two children's bedrooms into one large room, the available space was thought to be inadequate. Objections were raised by some to the combination kitchen-laundry, thinking that the space was insufficient for both activities. Lack of eating space in kitchen was regretted. The garage was considered too tight for present day cars.



NATIONAL HOME WEEK
SEPTEMBER 10-17

HOW TO PLAN FOR

National Home Week

Improvements, new ideas and additional sponsors point to home building industry's biggest Week in 1950. Suggested here are plans for places of all sizes

ENTHUSIASTIC about the outstanding success of the 1949 event and eager to put into practice improvements and new ideas, the building industry is again making advance plans for its biggest nation-wide promotion—National Home Week.

The 1950 dates are September 10 to September 17, inclusive. Extension of the Week over two Sundays is expected to add considerably to the total of visitors at demonstration homes.

National Home Week has, in only two years, made a great contribution to the prestige of the free enterprise builder by directly reaching the public with the story of the outstanding job private industry has done and is currently doing to keep abreast of housing requirements. Results of the 1949 Week—both in the high volume of favorable publicity and the unprecedented volume of home sales—have convinced the industry that the project has even vaster possibilities.

Plans for observance in 1950 call for much wider participation throughout the country and for greater intensification of the promotional campaign. With this end in view, leaders of the National Retail Lumber Dealers Association and the National Association of Real Estate Boards have adopted the promotion as an official part of their annual public relations program. The decision was made at a January meeting in Washington, sponsored by the *American Builder*, whose editor, Edward G. Gavin, originated the event.

The National Association of Home Builders, which has virtually sponsored the first two observances of the Week alone, will continue to spearhead activities in cities where it has local chapters. In localities where builders are not organized, particularly in small communities, it will often be found that lumber dealers are best suited to lead the campaign and to enlist the cooperation of other interested businesses.

Participation to a far greater extent than heretofore is expected from lumber dealers, real estate firms, lending agencies, appliance firms, furniture and department stores and other related businesses at the local level.

More manufacturers plan to tie-in their national and regional advertising programs with the Week, and also to take advantage of the opportunity to demonstrate their products in the model homes.

It became clear to builders, during the 1949 National Home Week newspaper, magazine and radio publicity campaigns, that authentic news of home building was always desirable "copy." Interest in this publicity was a large factor in attracting record crowds to the demonstration homes. Many of these people purchased homes and, at the same time, a large number of prospective buyers were added to builders' lists. Of cities

where dollar results of the week were tabulated, approximately 10 reported home sales of $1,000,000 or more. In Chicago, where the Week was observed as part of the month-long Home and Home Furnishings Festival, sales 40 per cent above the monthly average were reported; and an estimated 1,200,000 persons visited the model homes during the month.

The industry took advantage of this excellent opportunity to deliver its message; the public was told of the large volume and good quality of the homes going up, and given the facts on prices—that, compared with other commodities, they are far from excessive and that there is virtually no likelihood of an appreciable drop for a long time to come.

Preliminary Publicity

In order to get the best results from observance of the Week, planning should be early and well co-ordinated. This is a must, if preliminary publicity is to build interest. Because the promotion is a co-ordination of the efforts of all branches of the industry in all parts of the nation, the same general theme can be introduced in each area; and the sponsoring associations' national offices will issue publicity material which may be used for press and radio in all sections.

Local NAHB chapters and other organizations, however, must, in order to get the maximum benefit from the Week, take the initiative in their own localities. Early appointment of capable committees will get the program off to a good start. At this point the publicity committee gets the most exacting assignment; organizations with one or more persons with a knowledge of what constitutes news and how and to whom news should be presented have a particular asset. And to provide these persons with material to work with, other committees must set up their plans as soon as possible.

Early publicity releases will largely deal with timely news, but an effort should be made to mention National Home Week as the coming event which will bring the public up-to-date on home building progress. As plans are announced by committees for the Week, NHW should be more strongly publicized, increasingly so as the observance nears. Again, the national headquarters will furnish material which can be adapted locally to supplement the program.

Unification of Effort

It cannot be too strongly emphasized that the degree of the Week's success will depend on maximum participation by groups of all sizes as well as individuals in all components of the industry. Benefits of the promotion have already been demonstrated and even greater success can be achieved by more comprehensive participation. Through mass demonstration even the smallest local association, real estate board or individual retail lumber dealer can add to national interest and, resultantly, create greater local interest. National Home Week has proved to be the industry's ideal medium for mass demonstration and the potency of this combined effort should not be underestimated by any component. It can be equally effective with only one house in a small town, or focused on a retail lumber yard, if no house is available.

In cities where there are active builders' associations, these groups should spearhead the campaign. In these cases, organization of the program falls into a fairly general pattern. It is, of course, unnecessary to adhere to a strict organizational chart; for best results, make-up and duties of committees will be determined by available personnel and local conditions.

A suggested organizational plan is given below which covers general activities proven to be vital in past observances of the Week. These activities are fundamental and when properly carried out will usually assure a successful week; but for the sake of diversity, they should be supplemented wherever possible by original ideas and promotions.

The first step in builder association plans for NHW observance is selection by officers of a small executive committee to assume responsibility for organization of the program. An early start has already been emphasized. This committee should be made up of men who have been active in industrial and civic affairs and who consequently are well-known throughout the locality. It is important, too, that, if possible, they represent all major segments of chapter membership—large and small builders, archi-

tects, building material dealers, subcontractors, financial and real estate firms.

The committee's chairman should be a recognized team leader—a good administrator and organizer with an ability to catalogue details and keep activities co-ordinated.

As soon as the committee is organized and its duties clarified, it should meet with local builders to enlist their support. The definitely established facts that should come out of these meetings are: which builders are going to show homes; types of homes to be demonstrated; stages of construction; location; whether or not they will be furnished and, if so arrangements for furnishing. This concrete information is not only vital for publicity purposes, but also for use in obtaining commitments from other businesses desirous of participating.

At the time over-all plans are being made, the top or executive committee should appoint subcommittees to go to work on the variety of activities. The number of subcommittees and the duties of each will, of course, be up to the discretion of the executive committee and will vary with local problems and available personnel. For a large city it has usually been found that about ten will properly distribute the workload. Duplication and overlapping of duties is uneconomical and should be avoided.

Chief responsibilities will naturally fall on committee leaders, but as many association members as possible should take part in the program and should be encouraged to do as much as they can on their own.

Smaller towns will require fewer separate committees, with a consolidation of activities in each. Suggested subcommittees and their duties are:

1. Newspaper Advertising. This group establishes liaison between NHW headquarters and newspaper advertising departments, provides them with details about the nature of the promotion, businesses having particular interest in it, and suggests methods of co-ordinating the advertising program for mutual benefit. National Home Week advertising campaigns have proved very effective and are usually climaxed with a special section, at the beginning of the Week, in at least one local daily.

2. Newspaper Publicity. If such a person or persons is available, this department should be handled by someone well-known in the local newspaper or public relations field. Editors, real estate editors in particular, should be supplied with a running account of preparations for the event. Good material is welcomed by newspapers and when it is well-organized, easy to prepare for print, it is particularly desirable. Prepared releases are preferable, but in any case NHW headquarters should make available a steady source of newsworthy material and photographs which will facilitate the publication of news items. Although locally adaptable releases will constantly be furnished by NAHB headquarters, news matter of local origin is of the first importance.

CAMPAIGN stresses that America is nation of home owners

3. Radio and Television Promotion. The individual or group in charge of this phase of publicity should overlook no opportunity for getting the story of NHW on the air. Sponsored time on radio and television can be used to dramatize the story of home building. Advertisers in related fields can tie the Week in with their regular programs. News and Special Events departments can be supplied with source material and ideas on which interesting broadcasts can be based. National headquarters will also be of considerable help in this type of promotion by circulation of material which may be fitted to local use.

4. Retail Stores. A very effective tie-in can be achieved here if the committee succeeds in obtaining full cooperation. Most cities have an organization composed of the leading stores and NHW representatives can deal directly with the leaders of this group. In smaller cities merchants can be interviewed directly. Among the ways retail stores can help to promote the Week are special window displays, mention in newspaper and radio advertising, furnishing and equipping of homes.

5. Closely Allied Businesses. Associations and individuals in related fields are usually eager to take full advantage of the promotion. These include building material dealers, savings and loan groups, real estate boards and banks; and their national organizations in many cases will prepare tie-in material for local distribution. The NHW committee can arrange for the most effective aid from these groups by carefully working out a co-ordinated program.

6. Civic and Similar Groups. Well-handled liaison with chambers of commerce, veterans organizations, Kiwanis, Rotary, Lion's and other service clubs, lodges, church and women's clubs, labor unions and similar groups can add greatly to the success of the Week. Talks before these organizations by association members will explain the purpose of

the Week and the ways in which it is of value to the community. With a member of these groups supporting the campaign, wider public interest is assured.

Another assignment which seems to fall most logically to this committee is the establishment of cooperative relations with the mayor and other city officials. It is very helpful if the city government endorses the program wholeheartedly; and the aid of the county and state governments should also be enlisted. Governors and mayors have issued proclamations in many places and these are important vehicles in assuring public interest and approval.

7. Public Utilities. These companies—telephone, gas and electric—play an important role in home building and are usually desirous of cooperating and equipped to aid promotion considerably. They can bring the Week into their advertising by stressing the value of home ownership and can also use the NHW motif in window displays and bill stuffers. It is a "natural" for their promotion because they can stress the proper use of their products at the same time.

8. Public Displays. This is an idea which has worked well in creating interest in home building activities and can be especially effective for NHW. The subcommittee handling this phase of the program should arrange for exhibits in two or three places visited by large numbers of people—for example, banks, civic buildings or theaters. Displays may include pictures or renderings of model homes, directions for visiting demonstration houses, literature about financing and any other good promotional material. Changes should be made to prevent a lag of interest.

9. Special NHW Events. Another subcommittee should be assigned the job of arranging special tours of home building projects both before and during the Week. Days may be set aside for separate groups and there may be a great variety of these—schools, clubs, lodges, business firms, factory workers, etc. Included in the duties would be the arrangement for contests and other "stunts" to create public interest. Past National Home Weeks have produced a number of attention-getting devices, such as parades, band concerts, treasure hunts, jingle contests and many others, and it is always a fertile field for original ideas.

Another tested and proved device in this category is the setting aside

AMERICAN BUILDER'S clipping bureau worked overtime during the 1949 Week

of "days" for communities in the local trade area. Some associations have successfully focused attention on the different rooms and equipment in houses by designating special times or days for their consideration. This idea is particularly suitable in co-ordinating advertising programs with cooperating businesses.

10. Builder Participation. This subcommittee has the important job of serving as liaison between individual builders taking an active part in the show and the central NHW committee. Progress of the houses is checked to assure that everything is in readiness and, in turn, builders are constantly advised of the status of the over-all observance, of the opportunities for tie-ins with manufacturers, appliance stores, home furnishers, etc.

Smaller Communities

One of the goals of the 1950 Week is widely-increased participation by smaller communities whose size by no means precludes them from the benefits of the industry-wide promotion. Small towns with only a builder or two, a lumber yard, a bank and a few other businesses can take advantage of the program with planned local activities and the use of the available promotional aids.

If it is possible, at least one house should be opened to the public during the Week. The newspaper, even if it is a weekly, can open its columns to home building, home furnishing and home equipment news, both local and general. Posters can be spotted to remind residents that this is the week when the nation's home building progress is reviewed. Civic clubs can be interested and prompted to talk about it.

Arrangements can be made for school children and adult groups to visit a model home, or if there isn't one, the local lumber yard, where a staff member can explain building materials and construction methods. The furniture store, the home appliance agency, the utility company can do their part.

If the lumber dealer is the hub of the observance, he can keep his yard and display room open evenings, distribute manufacturers' literature, show house plans and publicize in general his policy of providing the home seeker with all possible assistance. The services offered by dealers are particularly significant in small towns and this is an excellent opportunity to make their availability known.

National Home Week is an excellent time for the lumber yard's annual clean-up. The plant and displays can be thoroughly cleaned, decorated and

otherwise prepared for inspection. There are several ways by which the public can be attracted. Outside experts, perhaps manufacturers' representatives, can deliver lectures on any of a variety of subjects of interest to home-seekers—color, hardware, kitchens, flooring, etc. Meetings of the Home Planners Institute or a similar activity would be effective.

Individual Builders

The individual builder who is displaying one or more homes during National Home Week can make good use of the services offered by the organization to which he belongs, but there are certain things which he must do personally in order to assure the success of his own project. First he must determine the extent of his participation—whether one or more houses. Selection of a conveniently-reached site is important. Advertisements and publicity should tell how to get to the site, both by automobile and public transportation. Strategically-placed signs will keep motorists on the right track, and the approach to the project should be on improved roads and sidewalks. When there are a lot of visitors at night it is a good idea to have demonstration houses properly spotlighted.

If a builder can do it, it is desirable to display houses in different stages of construction. The public is interested in this graphic demonstration of the way a house is put together. Personnel to explain the operation and cards labeling the house components also add to the value of the show.

On-site building demonstrations are another popular feature. In these, the builder has an opportunity to show the public the technical knowledge and skill required to produce good houses today. At the same time building craftsmen—carpenters, plumbers, masons, electricians, plasterers and others—have an opportunity to demonstrate the speed and skill gained from their training and experience.

Manufacturer Tie-in

The splendid national results of the two previous Home Weeks have prompted many additional manufacturers of building products and home appliances to express a desire to tie it in with their promotional campaigns. This is done in several ways —by using their magazine, newspaper, radio and other advertising to tell the part they play in the nation's housing program; by arrangements with builders for use of manufacturers' products in demonstration

TRAFFIC problems sometimes occur at model homes

PUBLICITY goes from coast to coast and from border to border

homes; by instructing their local representatives to assist local Home Week committees. Information about any phase of manufacturer participation will be made available.

Manufacturers can obtain NHW insignia for reproduction in advertisements. They can also feature the Week in other advertising media—billboards, brochures, window displays, car cards, etc.

National Home Week offers manufacturers an ideal time to feature for public inspection equipment which has been shown to the industry at trade conventions and expositions. The latest products—heating, plumbing, electrical, laundry and kitchen equipment—can be placed where the consumer can see it.

Also of prime importance to prospective home buyers is information on latest developments in financing. Comprehensive publicity on this phase of the industry will be particularly effective during promotion for the Week, when attention is centered on home building.

An impressive example of the growth of National Home Week in the two years of its observance is provided by these figures: number of homes exhibited in 1948—1,500; number exhibited in 1949—close to 10,000. Estimated value of houses on display in 1949 was $67,392,700; with the 325 which were furnished—$70,894,700.

The above figures represent only 54 building centers involving about 800 separate communities. At least twice as many big centers observed the Week, as did a large number of small communities. In a great many localities participants were far too busy to make estimates of the number of visitors attracted, but the national total was well up in the multi-million bracket. Wherever the Week was observed enthusiasm was high.

1949 Programs Were Varied

One of the big participating centers was Pittsburgh, where a big home show was staged, including building demonstrations, spot radio broadcasts, vaudeville acts and a variety of other entertainment. It was held in an amusement park from which the concessions had just been moved. Several other cities held home shows.

Heavy newspaper advertising was another highlight, and local radio programs ran a close second. Special newspaper supplements opened the Week in participating cities. Papers in Chicago, Dayton and Memphis had particularly big sections. Billboard and car card advertising were used extensively.

In Detroit, the theme was "1,000 Homes on Parade." Mayors of many cities in the adjoining area issued proclamations and some of the city halls were decorated. All lumber and building material dealers displayed banners on their trucks.

Builders gave houses away in a number of communities. A $3,000 treasure hunt was conducted in Grand Rapids, Mich. Most of the essay contests, for which prizes were given, had titles similar to "Why I Should Buy or Build My Own Home" and "Why I Want to Own My Own Home."

Enthusiasm was high in every center in which the Week was observed—both in the success of the 1949 observance and in the conviction that full exploitation of its potentialities had only begun.

ON-SITE building demonstrations make a good show

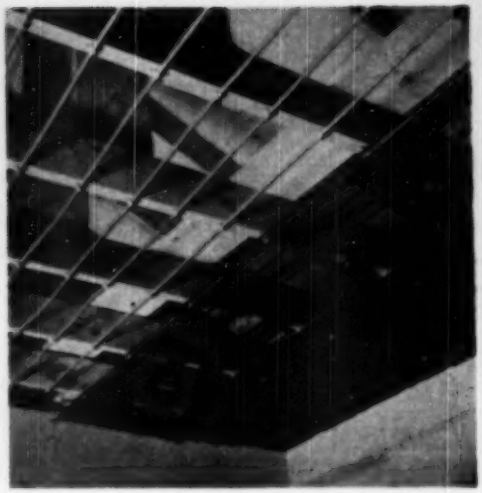


FIG. 3: ¼ inch copper tube on 6 inch centers attached to bottom of ceiling joists with expanded metal lath below

Engineered House Construction Part X

Radiant Heating and the Building Contractor

by Doremus L. Mills

Member of the Research Department of Revere Copper and Brass Incorporated and past president of New York Chapter of the American Society of Heating and Ventilating Engineers

WITH the widespread interest in radiant heating have come many misconceptions and incorrect opinions regarding this method of heating. This is not at all unusual where matters of a more or less technical nature are concerned as most people either do not have the opportunity or do not take the time to properly inform themselves.

A desire to correct any misconceptions that builders may have and to answer some of the questions that seem to be so common regarding radiant heating has prompted the publication of this article.

First of all, let us consider a few basic principles relating to radiant heating so as to understand what it attempts to do and what it cannot do. To properly evaluate any heating system or any device its limitations as well as its advantages should be clearly understood.

Perhaps one of the most common misconceptions regarding human comfort in living quarters during a heating season is that a room *air* temperature of at least 70 degrees F. must be maintained. This theory has been conclusively confuted by impartial researchers and its fallacy can easily be demonstrated.

If one stands in the sun on a winter day he may feel warm but if a cloud should intercept the sun's rays he would soon feel cold although the *air* temperature had not changed a fraction of a degree. Likewise a room occupant, even in air temperature of 72 degrees F. may be uncomfortably cool if sitting near large cold areas. It is because of this fact that a radiant heating system does not depend on room air temperature at any fixed value to produce comfort conditions. It does attempt to control the temperatures of the inside enclosing surfaces of occupied rooms and to maintain them at a temperature that will give the room occupants a sensation of comfort without feeling too warm or too cool. This is something that no other type of heating system can do effectively.

The radiant heating system, on the other hand, cannot of itself produce humidification, dehumidification, or ventilation. These must be provided independently, if necessary.

There are many questions that may arise in connection with radiant heating that may come to the mind of the builder. For example, must be provide special construction for its use? Where should the heating panel be located for best results? Can basementless houses have warm floors, if the heating panel is not a part of the floor slab? Is radiant heating suitable for any location? Is radiant heating suitable for any type of structure? There may be, of course, many other questions but this writer will confine himself to a few of the most common.

One point that should be of interest to the builder and also the heating contractor is the fact that the entire radiant heating system can generally be installed at one time without being held up by the progress of work by other trades. When other types of heating systems are installed the heating contractor may complete part of his work and then must wait for other

(*Continued on page* 166)

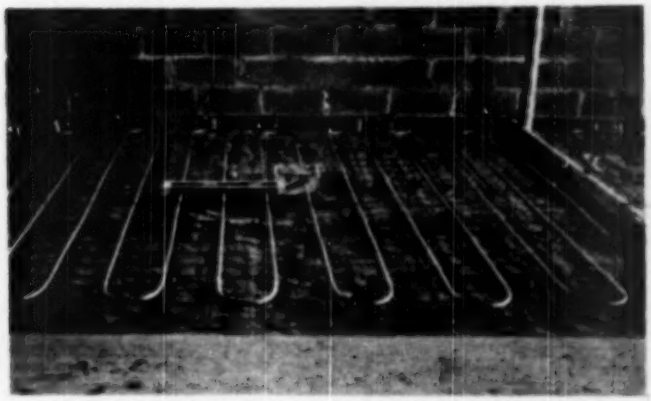
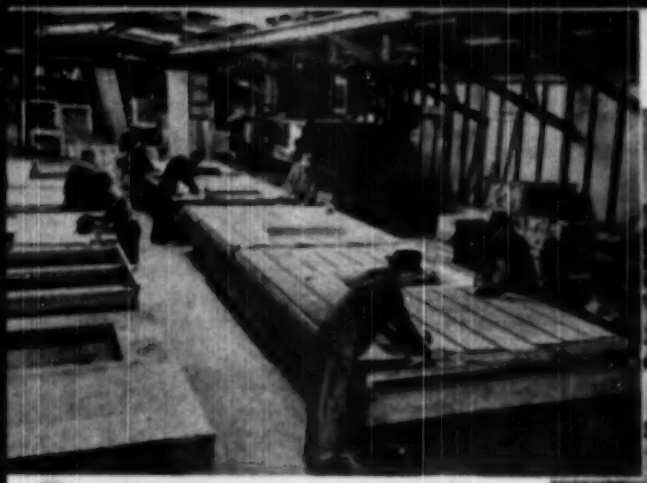


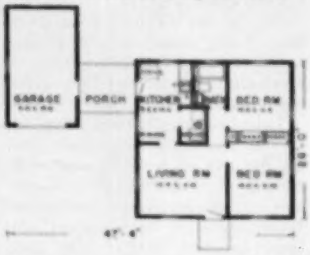
FIG. 1: A typical sinuous core of ¼ inch copper tube on 9 inch centers



PRODUCTION carpenters finish five houses daily ready for assembly, in enclosed plant. Right, project developed with precut homes

Cutting Costs with Unit Pre-assembly

WITH about 400 homes completed or in various stages of construction, Traders Realty Company and W. G. Best Factory Built Homes, Incorporated, are making a major contribution to efforts to relieve Peoria's housing shortage.



LINEN chest and wardrobe shown in floor plan above are constructed in shop

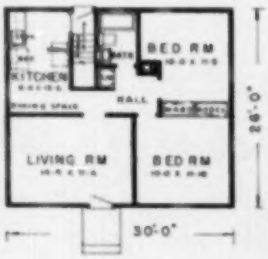
The fabricating system of construction is used, in which larger units are assembled at a plant. Other construction is done on the site with precut lumber. With this system, a house can be completed in thirty days.

Accepted, basic designs are employed for all houses for economy and production efficiency. The homes are built in different locations in the city on lots serviced by public utilities and in properly zoned areas. While the floor plans are practically the same in these basic homes, the houses have varied elevations and entries. Wall sections, adjustable within the basic plan, make it possible to vary room locations to suit individual family preferences.

The homes are built with poured concrete or concrete block foundations, with or without basements. Metal forms are used for pouring concrete footings. Forced-air oil furnaces or utility units, manufactured by the Ingersoll Steel Division, Borg-Warner Corp., are installed in homes without basements. Homes with basements have coal furnaces, with and without stokers.

Exterior walls, gables, roof trusses, and cabinets are the units fabricated at the plant where templates insure uniform size and fit. Doors and windows are hung in their frames at the factory, also. Large tables form the work surface for the assembling process so that the work is always in an accessible, horizontal position, eliminating innumerable trips up a ladder re-

GOOD appearance as well as economy is product of "factory-built" system



THIS floor plan is used for homes without basements, too, with a utility room in place of stairway

Fabrication of walls, gables, and roof trusses and precutting other sections at a central plant saves time and materials for Peoria builder

quired by conventional methods.

Overhead electrical hoists move sections about within the plant and to the loading area. Truck units move the materials to the site where the exterior walls are set up, in mastic, for an effective seal against termites and other vermin.

Studding and plates for interior partitions are also precut at the plant, and wardrobe sections that serve as interior walls and other cabinets are assembled.

On the site, insulation is placed within the ceiling and exterior walls. Walls and ceilings of the interior are covered with ⅜-inch Sheetrock and two coats of plaster. Some of the homes are finished with wall board.

The early models built by these firms sold for $6300 each. The present prices vary from $7300 for the basic basementless home to $12,500 for the complete 1½ story three-bedroom-and-basement home. These prices include sodding, flagstone walks, linoleum in kitchen and bath, hot water heater, metal half-size screens, and a combination screen and storm door. The down payment, for veterans, is $350.

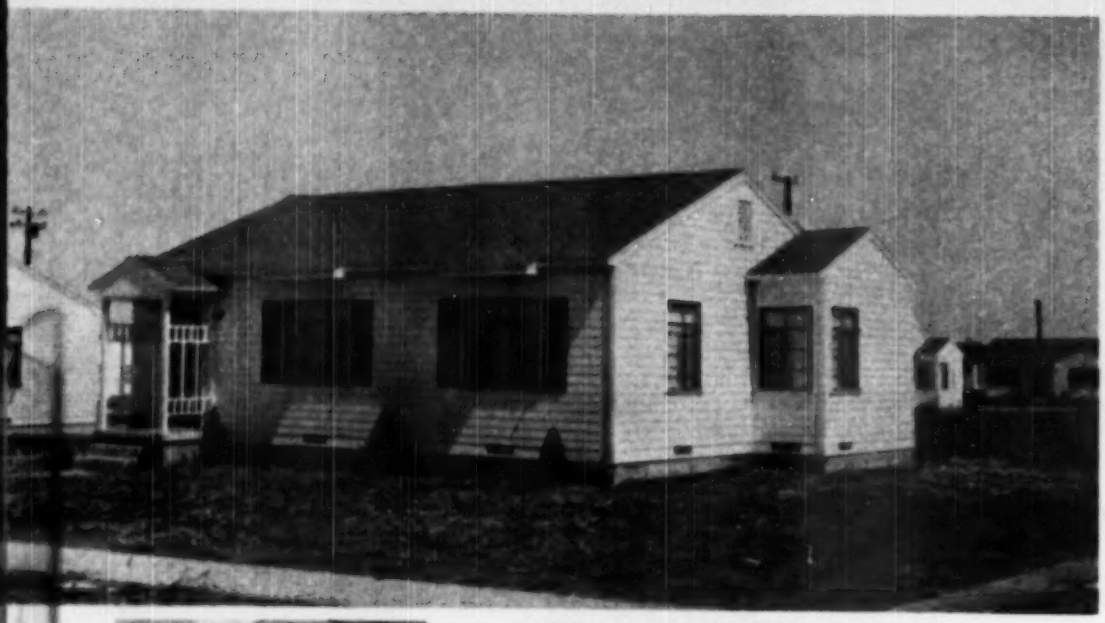
It is maintained by the companies that this fabricating system saves both time and labor. Overhead hoisting equipment and the horizontal working position are two obvious time-savers. In addition, materials are readily available to the workmen and stock-piled for production line techniques.

Every attempt is made to utilize all waste materials from the plant.

VARIED floor plan above is used as model on production line of W. G. Best Factory Built Homes, Inc.

PLANS, left and right above, are for these homes built with fabricated sections, precut lumber

A Business Courage Built



HOMES like one above, built by Wilson H. Brown in Dallas, sold for $6,750 and $6,850 on 70x135-foot lots. Floor plan, below

TYPICAL entrance to a Brown home

AT prefabrication shop near site, exterior walls and trusses are cut

From a door-to-door magazine salesman, with no knowledge of building, to one of the leading low-cost home builders in Dallas is the inspiring story of this 36-year-old Texan. His success is based on courage, common sense, and patience

WILSON H. BROWN, above, and one of his firm's typical low-cost homes. Note ventilation openings for cross ground joists, and neat appearance of yard

EACH home is equipped with Briggs Manufacturing Co. plumbing fixtures, United States Gypsum Co. Gold Bond wall boards, 210-lb. shingles by Ruberoid Co.

THE story of Wilson H. Brown, 36-year-old builder of Dallas, Texas, might serve as an inspiration to many young men leaving colleges and universities today. It is a success story, based mainly on courage, common sense, and as Brown says, "a completed college course that didn't exactly land an immediate job."

Tall, lanky Brown left the college campus to become a door-to-door magazine salesman. A graduate from North Texas State College, in Denton, he left school in time to run "smack into the middle of the depression." Ultimately, with a desire to do magazine work, he hoped to become an advertising salesman. He was 22. "Then," he said, "a friend encouraged me to go into building." The idea sounded good, as had a lot of other ideas his young friends proposed. Plain facts were, Brown was broke—"financially kaput."

The idea of home building persisted, and one day young Brown traded on his good personality, courage and honesty to the tune of a $2,500 loan. Without any other capital, and with no knowledge of building, he bought two lots and hired a carpenter. A few months later he completed and sold two homes.

"Then," says Brown, "I decided I had to start learning the building business—fast." He re-invested the small profit carefully and built only a few homes a year, on the assumption that if a house would not sell he could rent it. In this way, he learned every phase of building.

During the recent war, Brown converted his building facilities and knowledge into producing aircraft parts, and immediately afterwards, decided to do something about the Dallas housing shortage on a large scale. With his brother J.D., he formed the Wilson Brown and Company organization, and began to tap an accumulated savings to purchase large tracts of land in the Garland and Love Field areas near Dallas.

From a door-to-door magazine salesman, with no knowledge of building, Brown has achieved his near-the-top rung among Dallas home builders in about 14 years. Not an easy accomplishment at all, says Brown, who believes there are several builders in Dallas who are doing more about the need for low-cost housing than he is—even though he is now turning homes out at the rate of 120 a year.

Not only is Brown one of the leading low-cost home builders in Dallas, but he is also influential in the Dallas Realty Investment Corp., the Denton Investment Corp., the Denton Development Co., Garland Investment Co., and the Brown Investment Corp. He has been on the board of directors of the Dallas Home Builders since this organization started, five years ago.

Brown's low-cost homes finished last year have two bedrooms, slightly more than 800 square feet of floor space, and sold for $6,750 and $6,950. The homes are built on a concrete foundation, and concrete piers placed on 6-foot centers. Oak floors over conventional subflooring and 2x6 floor joists were used. Exterior walls were prefabricated at Brown's shop near the site, assembled at the project, and tilted into position. Roof trusses were used.

Slowing up is not on the program for this courageous and methodical planner, whose present plans call for a 20-acre shopping center, part industrial and part retail, near an area where there are 1,000 homes already built.

Does Radiant Panel Heat Cost More?

A Michigan builder who specializes in low-cost homes built on contract with this heating system says "No," and offers several reasons to substantiate his belief

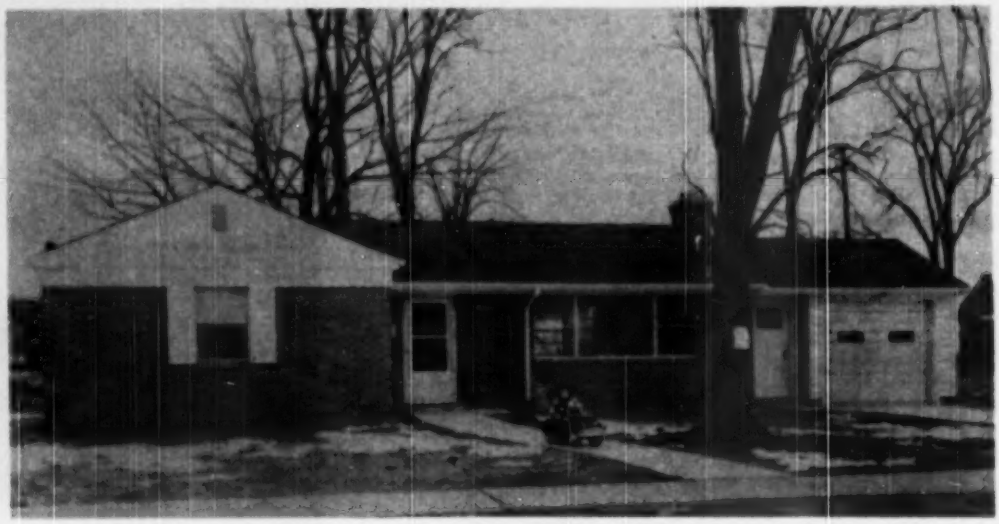
CAN HOT water radiant panel heating be profitably installed by the builder of low-cost homes? "Certainly," says Edwin S. Smith of Wayne, Mich., just outside Detroit, citing many houses erected in the past two years as proof. Smith has acquired a reputation for quality, custom-built homes at mass-production prices. His 2-bedroom, radiant heat homes with attached garages sell for $13,133; 3-bedroom, $14,233, on the customer's lot. These prices include a long list of "extras."

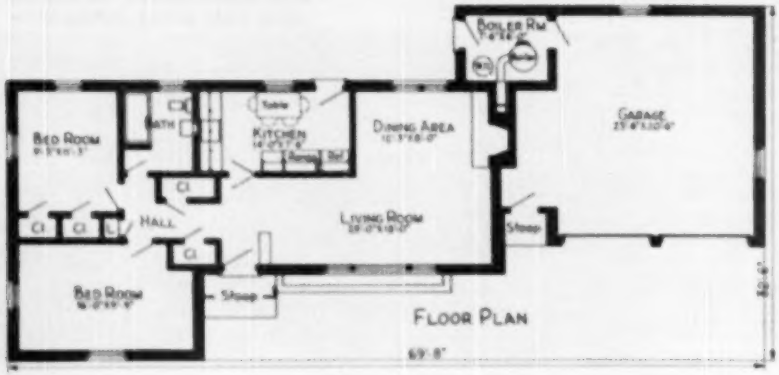
Smith's experience as a builder dates back to 1926. He has featured hot water radiant panel heating systems exclusively since 1947.

"One reason why early installations were costly was because in most cases no insulation was used under the slab, making it necessary to use more and larger heating coils to obtain the desired effect; consequently, fuel bills ran higher. Any home, large or small, with radiant heat properly installed should cost no more to heat than homes with other heating systems," he said.

"Our system costs us very little, if any more, to install than any other kind of heat; in fact, our structural costs are less. . . . The furnace cost is the same."

Smith has simplified installation through careful planning, training of his subcontractor, and by virtue of repetition. One man and a helper can put in a complete job, totaling 1,080 lineal feet of coils, in a single day. Copper tubing, ½ in. in size, is used. Coils are spaced on 6 inch, 9 inch and 12 inch centers, depending on the size of the house; but 6 inch centers are always used in bathrooms,





ABOVE—2-bedroom house with radiant heat, built near Detroit by Edwin S. Smith, sells for $13,133 on customer's lot, including "extras"

LEFT—Floor plan of house above. Smith uses roof trusses in construction of all his homes

where more warmth is desirable. These coils connect with a 1 inch or 1½ inch main that encircles the outer walls of the house. The total lineal feet of ½ inch tubing controls the size of the main. Each room has individual temperature control.

The tubing is laid on a slab of vermiculite insulating concrete, 3 inches thick, 1-to-6 mix (1 part Portland cement to 6 parts vermiculite concrete aggregate), placed on a sand fill. Around the perimeter of the house, a wedge-shaped trench is spaded out to make the vermiculite concrete 6 inches thick against the footing.

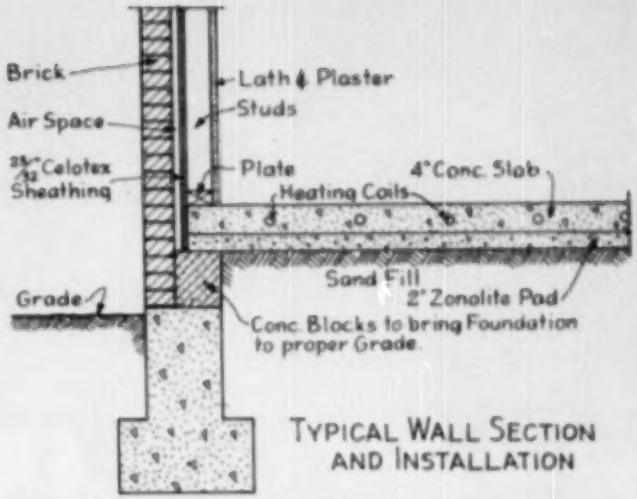
Smith says that a vermiculite concrete sub-slab is indispensable for satisfactory operation of a radiant heat system.

"We would never use sand concrete for a base for our pipes," he explained, "because we know how it will carry heat and cold. We need something to stop that transmission. Vermiculite insulating concrete under the slab insures quick response of the system to temperature changes, and keeps down operating costs by reducing heat loss to the ground and lateral loss through the foundations. We seldom put over 120 degree water into the system. It is usually 100 degrees. Some systems laid on sand concrete or gravel are apt to have trouble with condensation on the wearing surface in humid weather. Vermiculite concrete eliminates that. We have never found the slightest evidence of condensation on floors where vermiculite concrete has been used for insulation."

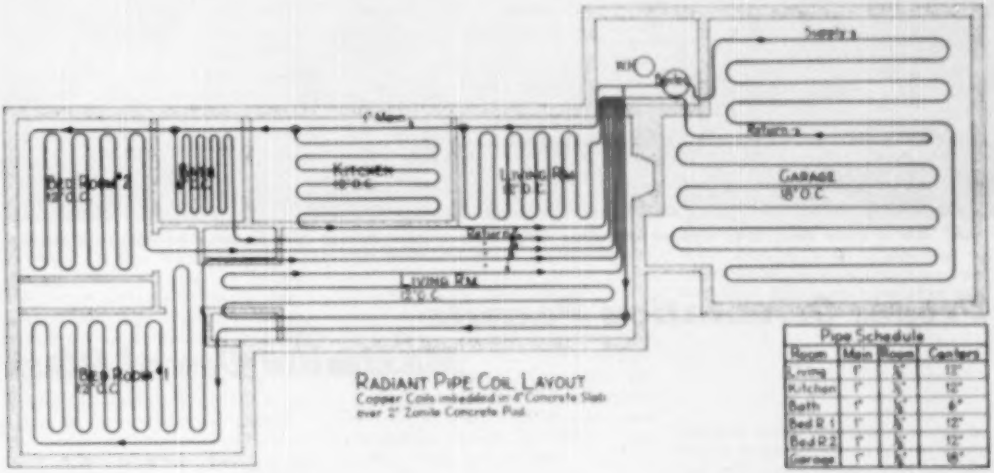
Sand concrete is placed 2½ inches to 3 inches thick over the crown of the tubing. To eliminate heat transmission from the sand concrete slab through the masonry side-wall, vermiculite insulating fill is poured to a height of one foot in each stud space, between the exterior wall and the sheathing. The floor is finished with asphalt tile.

The Smith Organization does its own designing, based on a 4-foot module. The basic plan gives maximum convenience, comfort, and efficiency, with ample closet and storage facilities. Little space is tied up in hall area and door openings. By developing a variety of exteriors, monotony is avoided. All this is combined with extremely economical

(*Continued on page* 158)



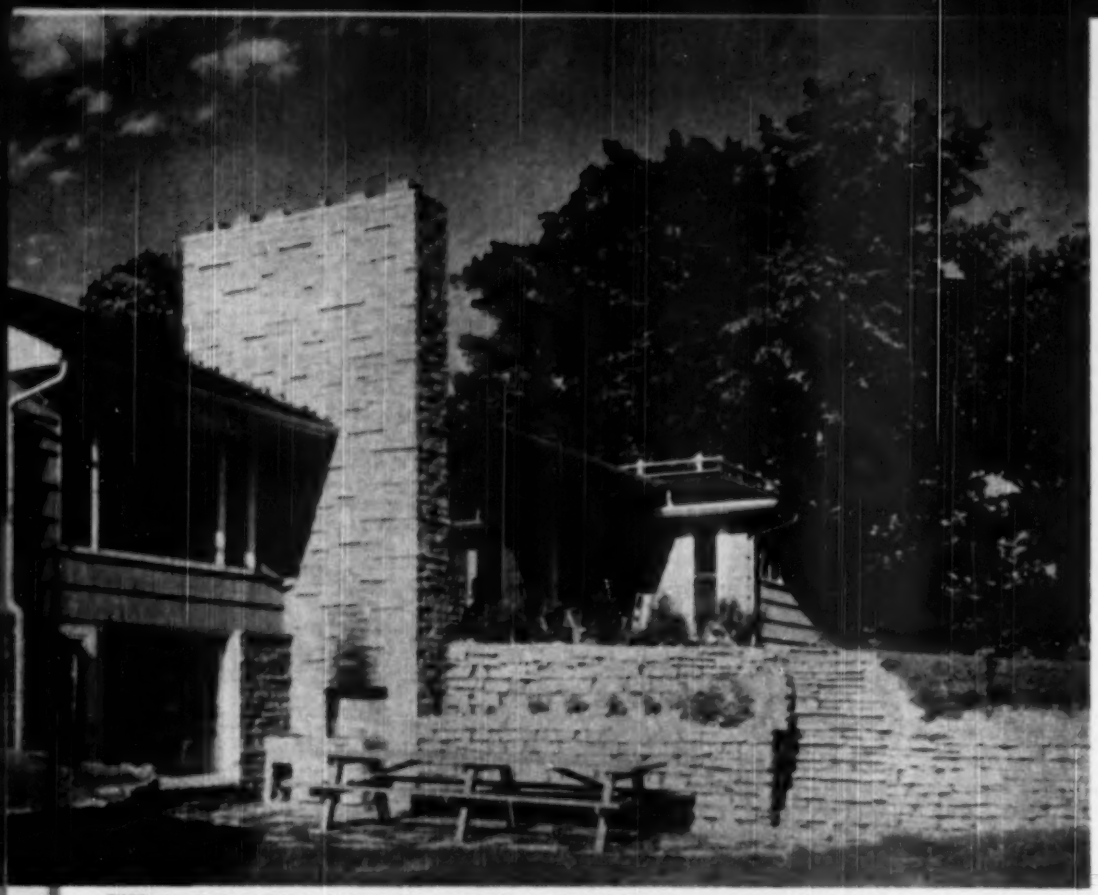
DRAWING shows position of coils in slab: use of concrete block over slab



RADIANT pipe coil layout shows how hot water is circulated in slab. Notice that pipes are closer together in bathroom

BRAND NAME PRODUCTS USED:

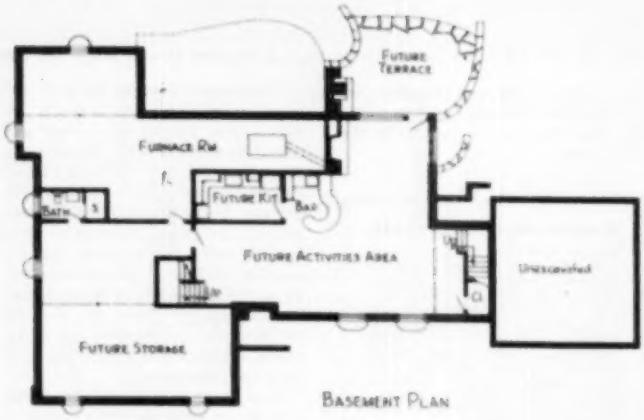
Windows, ALWINTITE ALUMINUM WINDOW CO.; storm windows, ALWINTITE ALUMINUM WINDOW CO.; fireplace, HEATILATOR, INC.; insulation, ZONOLITE CO. and JOHNS-MANVILLE; kitchen fan, PRYNE & CO.; kitchen cabinets, KEMPER; plumbing fixtures, UNIVERSAL-RUNDLE CORP.; copper tubing, READING; sink and work tops, FORMICA; asphalt floor tile, DAVID E. KENNEDY, INC.; garage doors, TILT-A-DOOR; boiler equipment, HOOK-ACKERMAN AND SHEPARD.



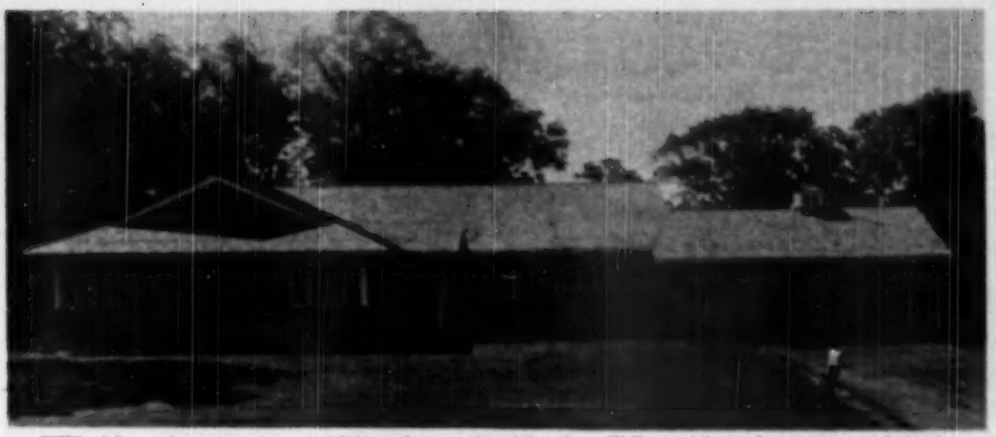
REAR view of house shows large windows overlooking gully. Massive stone chimney with barbecue dominates this elevation

Proper Orientation Permits Maximum Use of Glass

Deep gully at rear of property provides the seclusion necessary for rear yard planning. Rear wall is almost entirely of glass



MAJOR portion of basement is devoted to activities area which has direct access to terrace



VIEW of house from street is a straightforward expression of the plan. Wall materials are Lannon stone and shingles

OPPORTUNITIES for obtaining unusual settings for new homes in the St. Paul, Minn., area are the rule rather than the exception. Edgecombe Hills, the site of Dr. and Mrs. B. G. Lannin's new home is located on a high elevation of this subdivision which overlooks the Mississippi river.

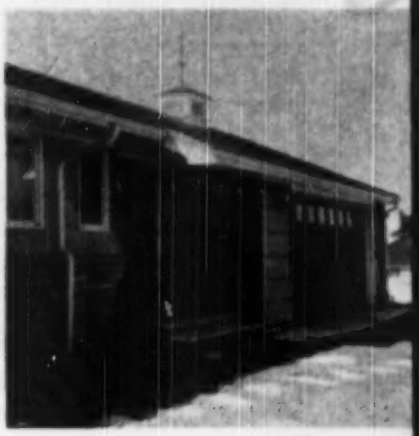
In planning this new home, Norman R. Johnson, architect of St. Paul, gave much consideration to the view and oriented the house accordingly. The rear property line included a deep ravine, thus assuring the owners a view of the river and absolute privacy. On that basis the architect designed the rear wall to provide large glass surfaces across the entire area. The large fireplace chimney which separates the living and dining room is extended out into the terrace adjoining the living room, to provide an outdoor fireplace for use when occasion requires. A change in outdoor levels which are separated by a stone retaining wall occurs at the fireplace chimney. The ground floor level of chimney is used as an outdoor barbecue and serves the large activities room in basement which has an open grade approach adjoining barbecue.

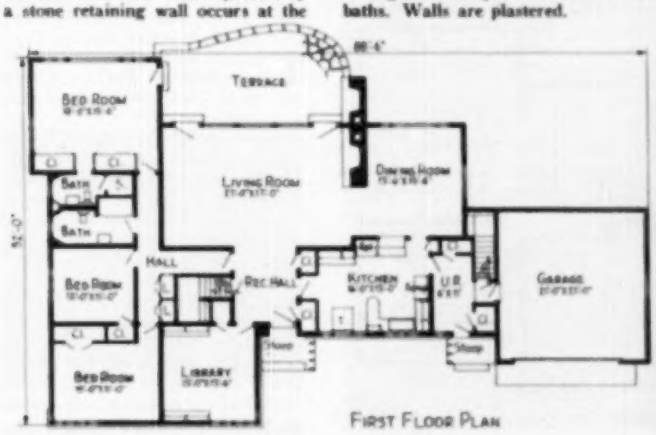
The cost of the Lannin house is approximately $50,000. It was constructed by Preston and Hansen, builders of Minneapolis, Minn., in 1949.

The design conforms to the typical ranch style made popular by this architect in the north central region. Exterior walls are framed with Lannon stone veneer in random shapes and shades extending from grade to window sills. Wide double coursed wood shingles continue from sill line to cornice. The roof is covered with cedar shingles left in their natural state. All glazed fixed units are Twindow set in wood sash. Casement sash are of wood. Oak floor are used throughout except in kitchen and baths. Walls are plastered.

WALL extension under window sills in master bedroom provides shelf area above head of bed. Shelf occurs across entire wall

SERVICE entrance adjoining garage at front of house. Lannon stone base blends well with double coursed wood shingles





ADEQUATE area is provided on first floor for all normal functions of living and recreation

THE classical simplicity of this home, with its graceful proportions in siding and flagstone, promises pleasurable living

Harmonious Styling

Creates Attractive Streets

THIS house has seven closets in addition to linen, broom, and other storage spaces

Although each house in Chisholm Woods is completely unique in interior and exterior design, the general impression given by the tract is one of harmonious relationship

TWO of Los Angeles' most attractive residential blocks are those located in Chisholm Woods, a tract sponsored by the J. L. Chisholm Construction Company. Each house in these two blocks was individually designed and constructed; each has a unique charm, but the total impression given the visitor to this tract is one of related harmony and beauty.

The site furnished a congenial background for Mr. Chisholm's designs. Old walnut trees, part of a 35-year-old orchard, stand on every lot. The tract was laid out to fit the trees. In addition, each house was planned to take advantage of the natural assets of the bearing trees that provide both shade and ornamentation.

Although the houses are function-

SEMI-CIRCULAR fireplace is focal point in den that has wood-paneled walls

ally equipped to meet adequately the needs of modern living, their exterior designs are traditional, based on the best in our architectural heritage.

J. L. Chisholm is his own designer. An associate, E. L. Meikle, is responsible for the construction activities of the company. Mr. Chisholm's mother acts as sales manager. The company was founded by the father of the present head in 1921.

Prices in Chisholm Woods ranged from $22,000 to $33,000 or more. Of the 59 houses on the two streets that are part of the tract, 10 per cent were built on contract. The balance were constructed speculatively. More than 50 per cent were sold while under construction, with at least one-third down. The lots these houses occupy measure 78 by 180 feet or 78 by 260 feet.

Flagstone, frame, and brick were used in exterior designs, and occasionally all three materials are utilized on one house, but each house is unique.

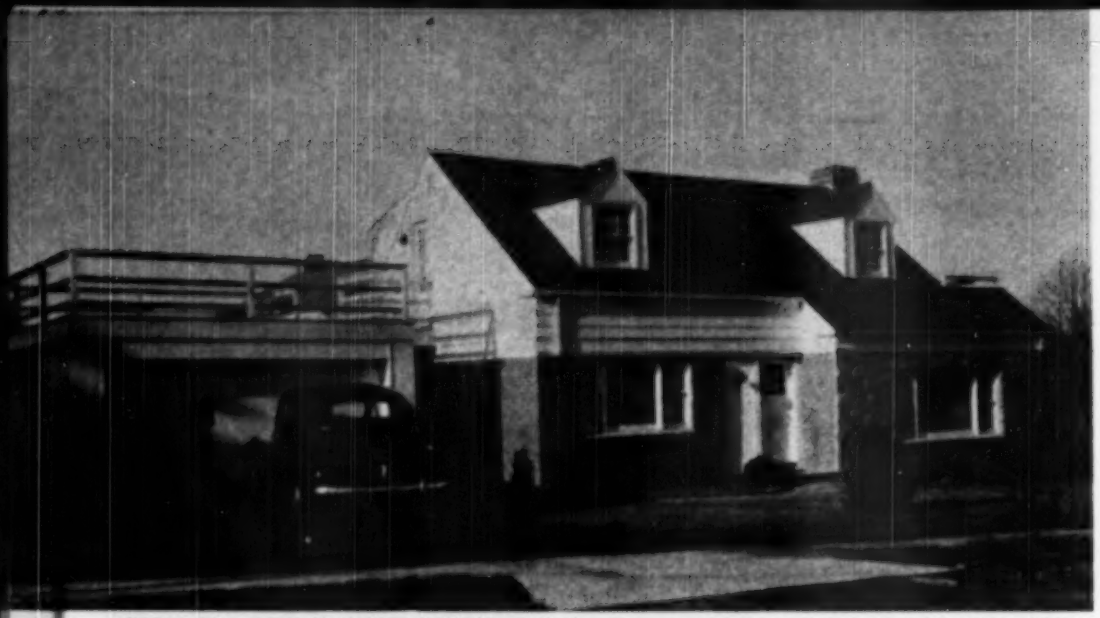
Certain interior arrangements were used in all of the homes. For example, most of them have entry halls with parquet floors. All have paneled dens with fireplaces. All have pullman baths with Sanitas walls and Thermador electric heaters. Dressing rooms between master baths and bedrooms are standard. All kitchens are equipped with dishwashers and disposal units.

ORNAMENTAL iron work in a floral pattern outlines the entrance of this home

A KITCHEN typical of those in Chisholm Woods homes. Note stainless steel cabinet tops

BAR with special counter sink and fountain separates kitchen and dining areas in house

LONG arches of the front porch accentuate the horizontal lines of this pleasing home



FIVE materials—cement block, plywood, shingles, and brick and stone veneer—were used in exterior finish of this residence

AMERICAN BUILDER Selected Homes

A Three Level Cape Cod

High living room ceiling, two upper terraces, and nine closets add distinction to this eastern home

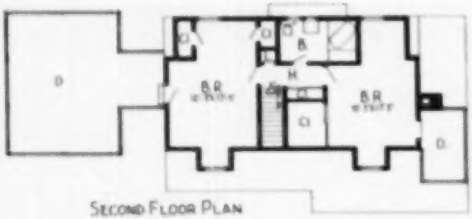
TWO steps lead down from the entry in this Yonkers, N. Y., home to the living room on the lower level. Consequently, the ceiling height in this lower room is nine and one half feet! A short railing and steps also separate this room from the dining area and kitchen. The dining room in this house has a window wall—one large pane, measuring seven by eight feet, that overlooks a rolling lawn.

Two roof terraces are unique characteristics of this home. Each second floor bedroom has a door opening on a flat, railed deck with a "traffic top." Note also that this home has a complete bathroom, with tub, on each floor. Colored fixtures have been installed in both baths. Copper tubing from the Chase Brass and Copper Company has been used throughout the plumbing network.

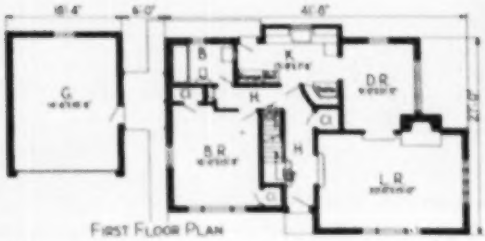
The dining room, kitchen, baths, and bedrooms are equipped with a more-than-average number of built-in shelves. Nine floor-to-ceiling closets have been provided for in the floor plan, including the master bedroom wardrobe that measures over five by six feet.

The Lincoln Park Builders Supply, Inc., furnished materials for this home, including the double hung windows, picture windows, selected oak flooring, flush-type interior doors, and the special two-car garage door. Window sills are cast stone and marble.

The home was designed by architect Julius L. Bagdán for Codan Builders, Inc.

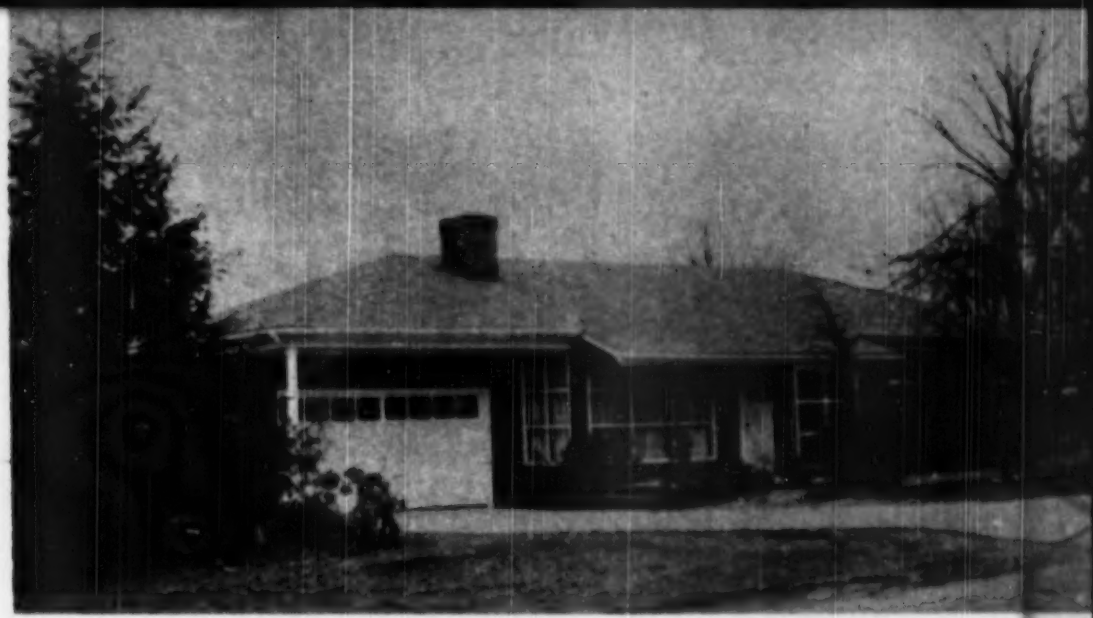


SECOND FLOOR PLAN



FIRST FLOOR PLAN

OPEN shelves, extended soffit add charm to decor



WHITE wood gutters, red cedar shingles, large windows, and long lines accentuated by overhangs add up to architectural appeal

New tract offers best of rural and urban life

THE rolling, wooded hills of Long Island, N. Y., provide a charming rural setting for the Rolling Wood homes within easy commuting distance of New York City. In this tract near churches, schools, and shopping centers, families have found refuge from the noise, traffic, and smoke of urban residential districts.

Built by Rolling Land Views, Inc., Flower Hill, Long Island, the typical house, shown above, was first conceived by George Silverburgh. The design was perfected by architect Anthony Signorielli.

Priced at $19,500 and up, these homes are located on lots measuring at least 90x150 feet, naturally verdant with oaks, elms, birch, and dogwood trees that provide shade and landscaping for residences.

Although built on only one level, these houses have three bedrooms and two complete bathrooms, one furnished with a shower and one with a tub. The master bathroom has a built-in dressing table and is equipped with sun ray infra red lamps. Plumbing fixtures are products of American Radiator and Standard Sanitary Corp. The plumbing conduits are Chase Brass and Copper Company brass and copper tubing.

Designed for informal family living, the studio living room has a high ceiling, extending into the attic area, with the upper portions of the end walls intersected by the roof. The seven-foot living room fireplace of these houses will readily burn logs.

The typical home in Rolling Wood has a completely electrical kitchen furnished with a General Electric refrigerator, electric range, hot water heater, and an optional flush wall radio.

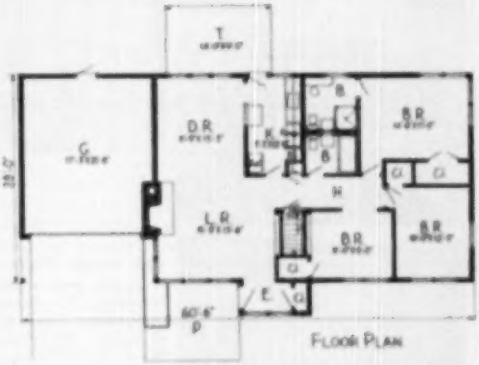
The windows are Truscon Steel Company units except for the special egg-crate wood frame windows in the entries, living and dining rooms.

A forced hot air duct system with a humidifier control heats this home which is insulated with 3-inch insulating blankets in the walls and with 4-inch blankets in the ceiling.

AMERICAN BUILDER Selected Homes

The foundation of the home is all poured concrete. Supporting beams are steel girders resting on lally columns.

Interiors are of dry wall construction with half-inch U. S. Gypsum Sheetrock. Bathroom floors are asphalt tile; linoleum covers the kitchen floor; other floors are oak. Interior doors are flush type, 1¾-inch birch. Interior trim is white pine.



FLOOR plan of home, above, is typical of Rolling Wood homes

JASPER, Indiana, on the Patoka River 50 miles northeast of Evansville, is world's largest producer of wood desks, and center of Dubois County
Photo courtesy of Louisville Courier-Journal

How and why Jasper, Indiana city officials, after two years deliberation and numerous tests have accepted household electrical—

Garbage disposal units for city wide use

Here are some facts of the decision, supported by Jasper's householders, and their implications for you as builder and citizen

MRS. EDWIN KREMPP of Jasper, said of her Disposall, "No kitchen convenience helps me so much." Above and below, typical kitchen plumbing to be adapted to electrical grinders

THE garbage man of Jasper, Ind., is out of a job. In fact, by August 1, there will be no garbage in this city of 6800 people to collect. By that time, nearly 1000 food waste disposal units will have been installed in the sinks of Jasper's housewives. For the first time in history, garbage will disappear from back alleys of an entire city.

In the very near future, household waste food grinders will become at least one of the major methods of disposing of garbage. What significance does this have for the building businessman? It has two implications—practical and social: one—every home should at least be equipped to receive such a unit; two—the garbage can—and all that it represents, directly and indirectly—is disappearing from the American neighborhood scene.

These are, of course, generalities, but what can be cited in support of them?

First, the centralized processing of ground garbage through sewage treatment plants, first initiated in Lebanon, Pa., in 1923, has been widely accepted and is used in a number of major American cities.

Second, household grinders are being used with success in large communities (for example, in a community in Dearborn, Mich.) and in innumerable houses throughout the United States.

Third, authorities have been pointing to the possibilities of the grinder. For instance, in 1947, W. R. Drury, con-

AT LEFT, Walter Vogel, Jasper's garbage collector, watches Mayor Herbert Thyen demonstrate General Electric garbage disposer which will take over his job August 1. Above, a typical Jasper street scene

sulting engineer of the firm, Shoecroft, Drury, and McNamee, said this in a lecture at the University of Michigan: "This is undoubtedly the best and cleanest method of handling garbage, but one that has not been generally adopted as yet on account of the high cost of the grinder. It is quite probable that with further education of the public as to the merits of this method and with mass production of the grinders and consequent lowered cost of installation, this method will become more general. Its general use throughout a city would obviate the necessity of a garbage collection system, and, in some cases, it might be shown that a city-wide installation of grinders would be an economic solution of the garbage collection problem."

Other authorities have expressed approval of the idea. Dr. N. O. Gunderson, in the American Public Works Association study report on the use of domestic grinders in Rockford, Illinois, in 1948 said, "It appears theoretically, practically sound to carry household wastes through the sewer systems to the sewage treatment plant for final disposition."

Fourth, the governing political body and the citizens of this prosperous old city in southern Indiana, after two years of deliberation and thorough testing have accepted the city-wide use of household grinders as the answer to their garbage disposal problem—one confronting many towns.

On February 14, the city council of Jasper voted to suspend all municipal garbage collection after August 1 and accepted a bid to install garbage disposers. At the same time, the council passed an ordinance forbidding the storage of garbage outside of homes within the city limits.

Herbert Thyen, mayor of Jasper, first gave thought to the installation of household food waste grinders in 1948 when confronted with the request for a new contract from the farmers collecting garbage and an increasing number of complaints from citizens on the collection. The contracting parties did not wish to renew their contract. In addition, the cost of the collection had risen from $1300 to $6000 in six years. The mayor estimated that it would cost the city $13,000 to collect and dispose of its own garbage. In seeking a solution to this problem, Mayor Thyen sent questionnaires to manufacturers of disposal units to find out about the practicality of city-wide installation. Eleven manufacturers of 17 models responded with encouragement to his inquiry, and the "Jasper Plan" was launched.

At least five sets of problems confronted the mayor as he pursued this plan. They were: economic, legislative, sewage treating, installing, and public acceptance.

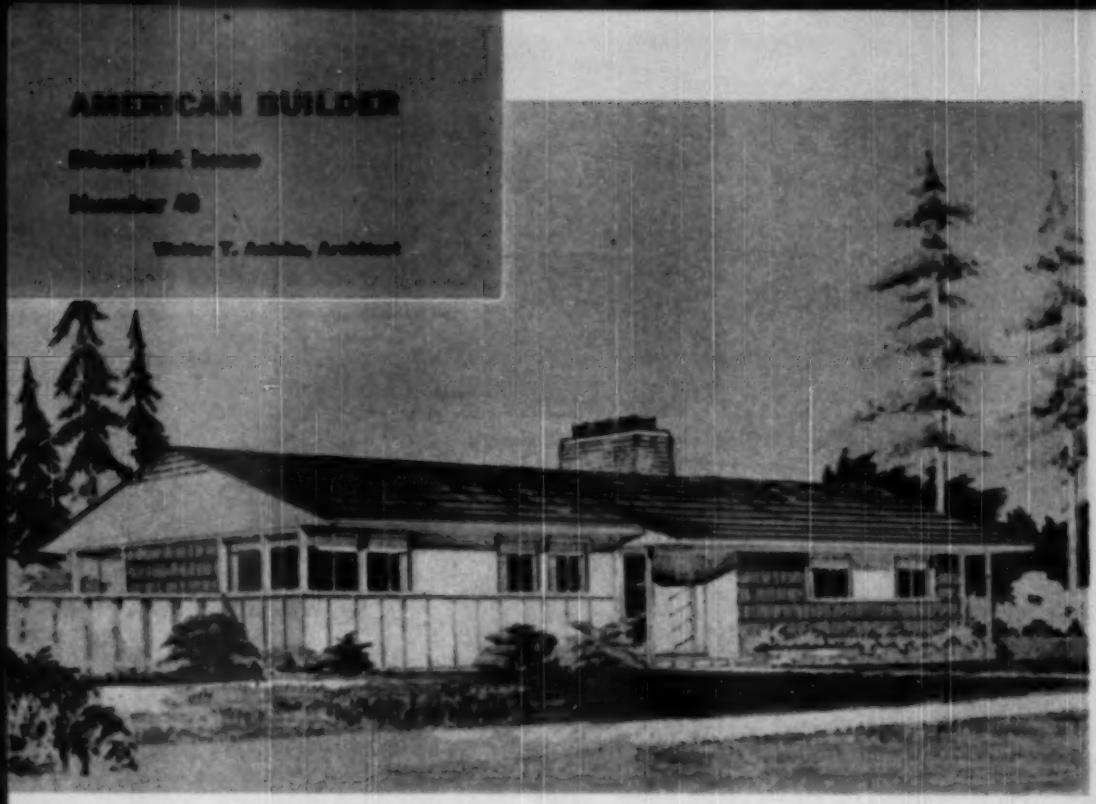
Major Problems Confronting Mayor

After receiving preliminary cost estimates and analyzing and comparing these with existing practices, the mayor considered that his community would save $13,000 annually following the installation of Disposalls. This does not include the added expense, which would no longer be needed, of $6000 for spraying garbage cans as a protection against disease. The property owner is paying for this improvement, just as he pays for curbs and gutters, but since these units are expected to last 20 to 22 years, the final savings are to compensate for the initial expense, not taking into consideration at all, the health and convenience factors involved. A present 16.2 per $100 valuation tax charge for collection will be removed from the tax rate.

After Mayor Thyen was convinced of the economic feasibility of the program, it was necessary to have an enabling act passed by Indiana's general assembly. State Senator Leo Steele and Representative Frank Seng gave their support to the bill that was made law in January, 1949. Dr. L. E. Burney, of Indiana's State Health Board, and B. E. Poole of the Stream Pollution Control Board, also lent support to the plan. City councilmen Theodore Eckerle, James Alles, Leo Brelage, John Buechlein, and Oscar Lampert, City Clerk Alphonse Seruersheim, and city attorney Arthur C. Nordhoff helped pass ordinances that made the Jasper plan a legal possibility.

Following the passage of anti-pollution legislation by the state, many Indiana communities were faced with the

(*Continued on page 262*)



AN adaptation of the popular ranch type house which can be built in the medium price range to meet the needs of an average family

A House of Many Features

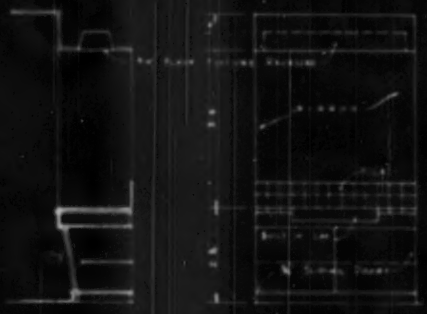
A HOUSE with a total living area of 1312 square feet or a volume of 18,368 cubic feet does not represent a small dwelling nor is it considered a large home. However, it is the type where other than minimum conditions prevail.

Walter T. Anicka, architect of Ann Arbor, Mich., has provided in the current blueprint house a number of features that enhance its livability. A generous-sized powder room is accessible from the reception hall. It is also handy to the kitchen. Economy is achieved by backing the plumbing fixtures up to the bathroom wall. A sliding cupboard door closes the opening between powder room and adjoining hall. Lavatories in powder room and bathroom are built-in with cupboards below. Two rows of 8x8-inch clay tile act as splash-back above counter with full mirror above to furred down beam. Recessed fixture is placed in center of beam.

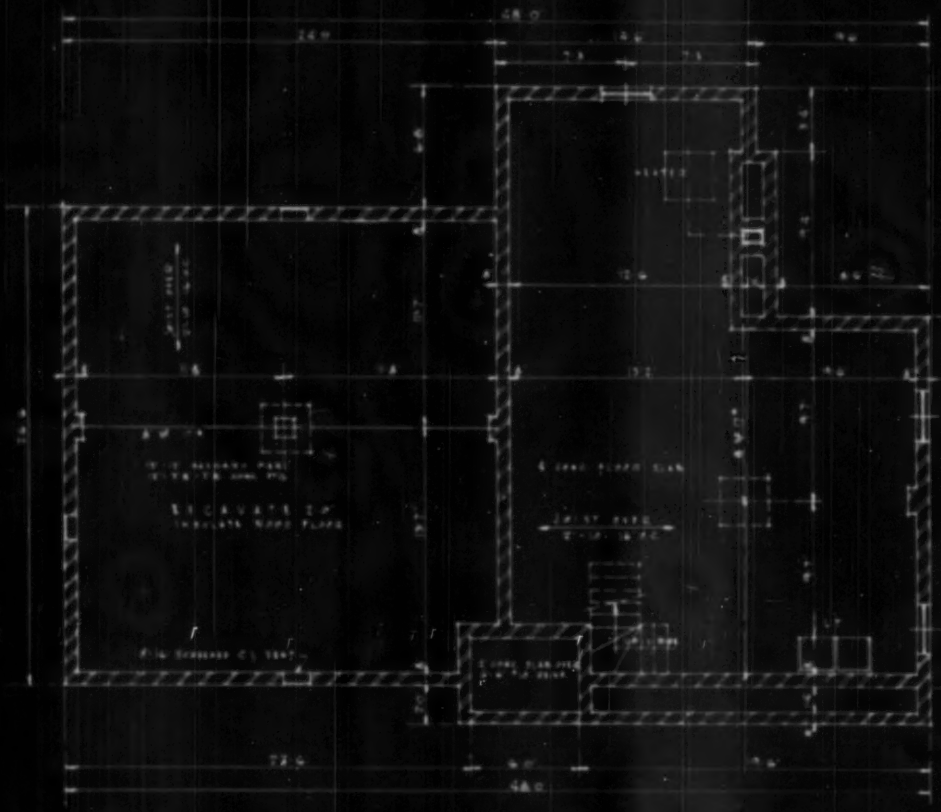
China cabinet and plant shelf divide dining room and reception area. Opposite wall of reception area contains another small plant box with recessed light above. Curtain valance over living room windows provides space for ornamental fluorescent lighting of ceiling. An extended brick facing is obtained in the living room and terrace through the use of a double fireplace serving both rooms. Bookcases fill in the remaining wall area on the fireplace side of living room. Informal eating is nicely arranged for in the kitchen.

Basement under the living portion of house provides adequate space for all utilities and recreation.

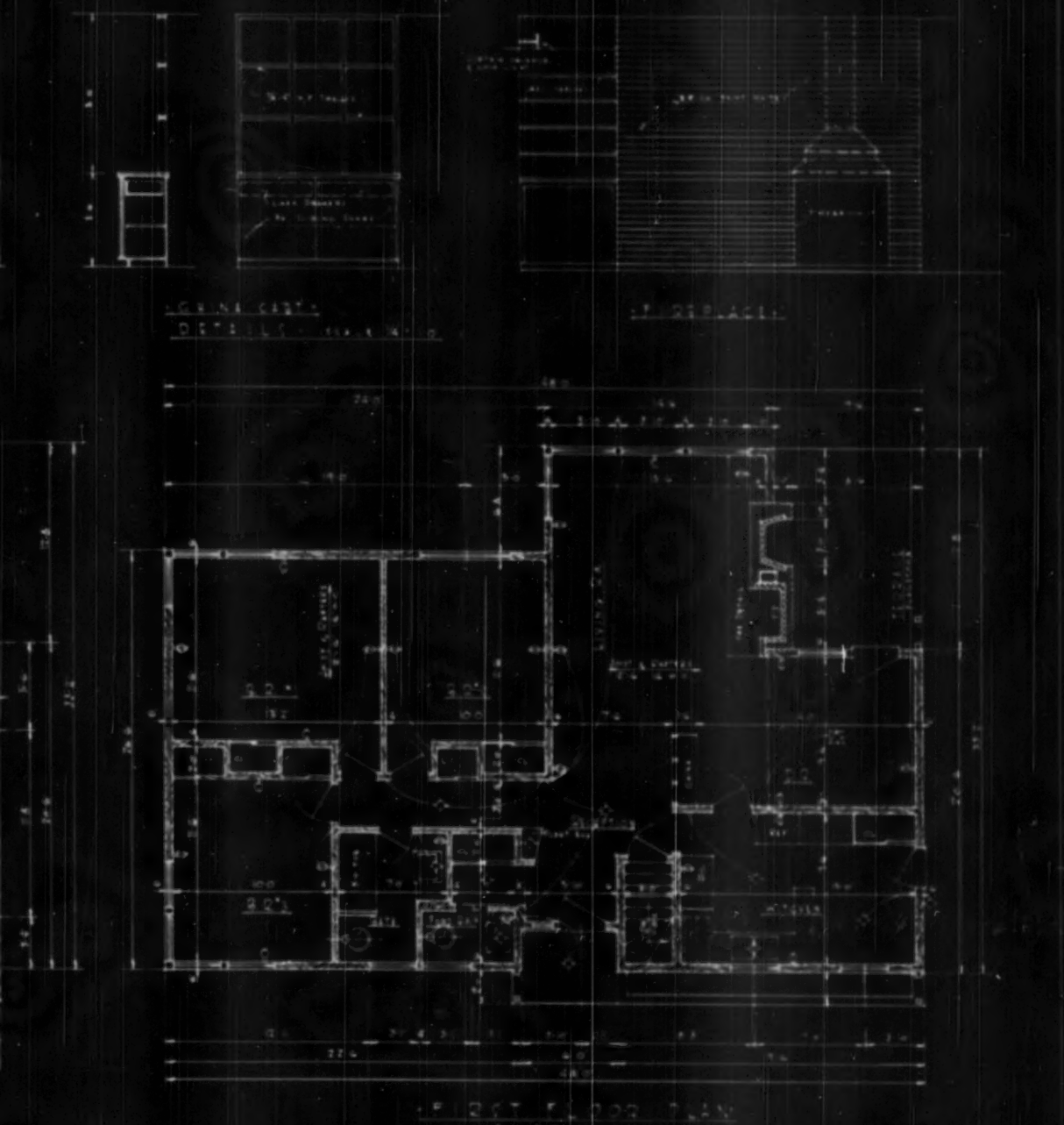
The plan is flexible in that additional units may be built now or later, such as garage which can be attached by means of a service room or breezeway off the kitchen. In the event the basement is to be eliminated the stair space can be included in the kitchen.



ELEVATION



BASEMENT PLAN



DESIGN NO A.B. 153

AMERICAN BUILDER BLUE PRINT SERIES

Designed By

WALTER T. ANICKA, ARCHITECT

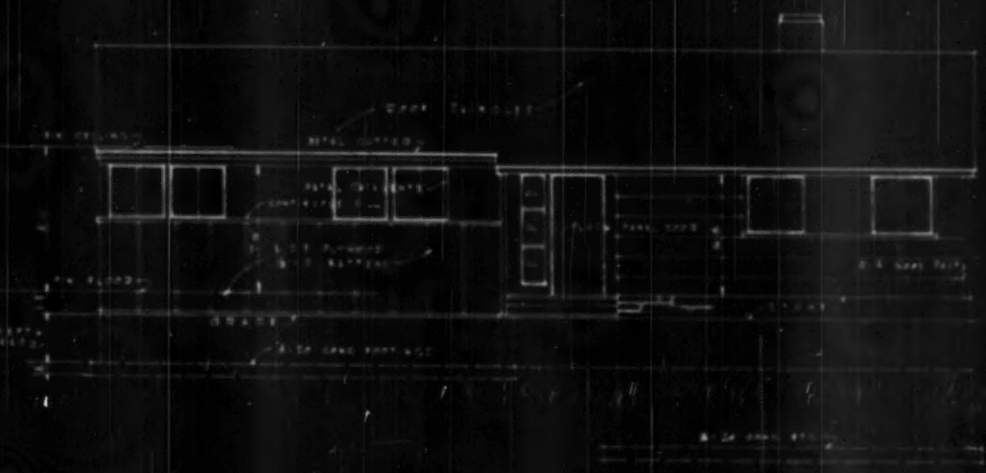
Ann Arbor, Michigan

RIGHT SIDE

LEFT SIDE

ELEVATIONS

REAR



FRONT

THIS house of 1780 square feet is evidence of Robert Olin's building abilities, but its "extras" are what attract a growing clientele

Building for Competition

Quality work depended on to get and keep customers

ROBERT Olin, a former midwestern contractor, is a recent addition to California's list of builders. Like all new entrants in a business field, he found competition tough in his new western home. His particular tactic for developing a business for himself was to produce houses of maximum quality that would attract home buyers to him. His first project was the construction of his own home that served as an example of his abilities. Contracts followed its completion.

The house shown in the photographs on this page is a typical Olin production. This house of 1780 square feet, not including porches, was built for $16,250.

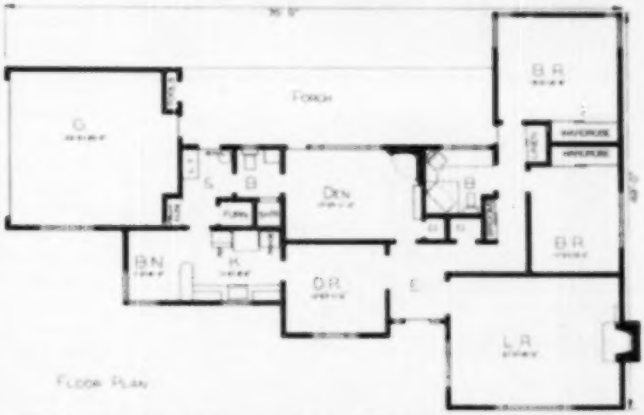
Certain details found in this house are standard Olin trademarks. For example, all eaves are boxed; roofs are ventilated with dormer-shaped vents; rods in clothes closets are supported in the center; all drawers slide on hardwood tracks; 2x6-inch tongue and groove subflooring is used. In addition, metal lath supports the entire ceiling plaster area and serves as a fire block in all walls.

Olin does his own carpentry, excavation, cement, paint, roofing, and foundation work. He uses the services of the same subcontractors on his various jobs to be assured of good workmanship. These subcontractors have recently joined him in a "make work" project to keep the organizations busy between regular contract jobs. When this house is sold, the profit will be divided proportionately among the participating subcontractors.

NO crowding in this spacious bathroom

ROBERT Olin and example of his work

THIS cabinet work draws possible buyers



SERVICE area as shown in floor plan above serves variety of purposes: as laundry, furnace room, storage space, and as pantry. Note also built-in outdoor closet for garden tools

TECHNICAL GUIDE for Builders and Craftsmen

Simplified Installation for Glass Block

FIRST, brush heavy coat of asphalt emulsion on jambs and sills

SECOND, apply mortar to sill. Use ¼ inch thick mortar joints

THIRD, lay the blocks in position using full mortar joints

IN ORDER to make glass block easier to install, and thus available to more home owners, the manufacturers have developed a new simplified installation method. This method, which eliminates accessories, applies to all panels up to 25 square feet in area and not more than five feet wide or seven feet high.

The glass block manufacturers have taken this step after observing panels installed in the simplified way for a period of many years. They have found that glass blocks are strong enough to withstand the effects of weather extremes on small panels, even when installed without expansion strips at jambs and head, and without wall ties in the mortar joints.

The simplified method can be used with either 6 inch or 8 inch glass blocks. Since the majority of glass block panels in homes are smaller than 25 square feet, this method should have wide application. The method can be used in every part of the country except the West Coast, where building codes are written to cover the possibility of earthquakes.

Specifications for Simplified Installation of 6 inch and 8 inch Glass Block in Residential Construction.

1. PANEL SIZES: These special specifications for glass block in residential construction are limited to glass block panels not in excess of 25 square feet in area. The maximum width shall not exceed 5 feet and the maximum height shall not exceed 7 feet. (Use standard installation methods for panels in excess of the above, including expansion joints, wall ties, etc.)

2. NOT LOAD BEARING: Glass block panels are not load bearing. Panel openings must be framed as for a window with lintel support at head. Clearance space (expansion joint) must be allowed between the top course of block and lintel.

3. MORTAR MIX: One part Portland cement, one part hydrated lime (high calcium or pressure hydrated dolomitic type), 4 to 6 parts well graded plastering sand.

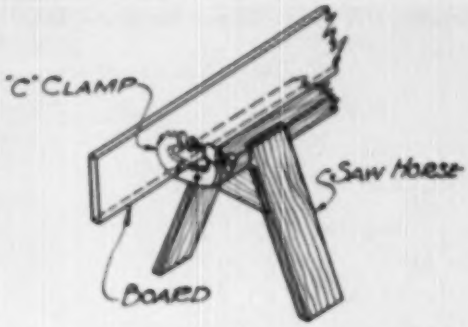
4. INSTALLATION: Brush heavy coat of asphalt emulsion 3½ inches wide on opening sills and jambs. Lay glass block using mortar joints ¼ inch thick taking care to fill all joints completely. Tool joints to a smooth finish and clean the panel. Remove all loose mortar from expansion space at head of panel and caulk with waterproof mastic.

LOOSE mortar should be cleaned from block faces and joints tooled. The final step is to caulk the top edge of the panel with water-proof mastic. Approximately ¼-inch of space should be left between the last course of blocks and the head of the opening to allow for possible deflection. Add trim to jambs and head to complete the installation

Data and illustrations courtesy of Owens-Illinois Glass Co., Toledo, Ohio. Photos of panels in ranch house built at the Toledo Home Builders Industries Exposition courtesy Schulz Construction Co., Toledo.

HOW TO DO IT ! HOW TO DO IT !

How to Improve a Saw Horse



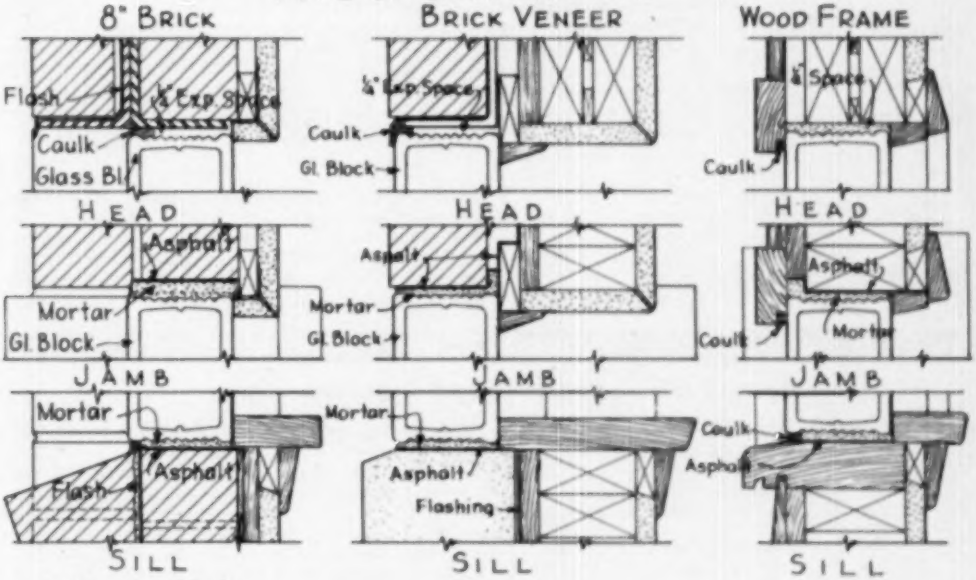
A "C" CLAMP screwed to the end of a saw horse makes a good vise when cutting mitres on wide boards, such as a base.—Submitted by Myron G. Miller, So. Williamsport, Pa.

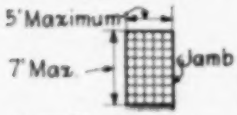
American Builder will pay $5.00 for each short cut or job pointer that is accepted for publication. Send all material to Architectural Editor, American Builder, 79 W. Monroe St., Chicago 3, Ill.

SPECIAL DETAILS FOR RESIDENTIAL CONSTRUCTION

WALL TIES, ANCHORS & EXPANSION JOINTS AT JAMBS ELIMINATED IN SMALL PANELS

TYPE OF CONSTRUCTION



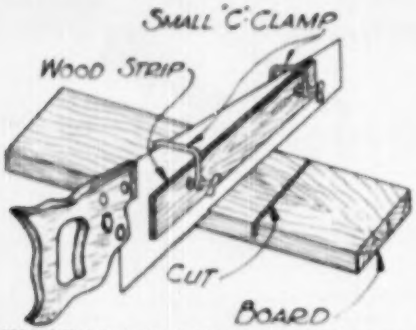


KEY ELEVATION

PANEL SIZE LIMITS FOR SPECIAL DETAILS		
MAX. AREA	25 □'	For Panels Larger than These Sizes use Standard Details Including Expansion Joints at Jambs, Head & Wall Ties according to Std. Spec.
MAX WIDTH	5 FT.	
MAX HEIGTH	7 FT.	

TECHNICAL GUIDE for Builders and Craftsmen

Improvised Depth Gauge for Hand Saw



A SIMPLE detachable depth gauge for hand saw can be improvised quickly by using a straight, narrow strip of wood and two small C-clamps.

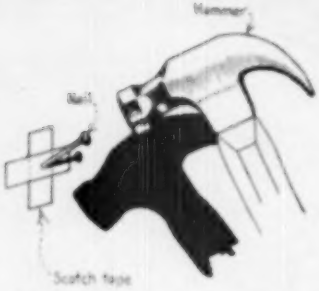
Clamp the wood strip to the saw as indicated in the sketch, placing it so that the bottom edge will be the desired distance up and parallel with the edge of saw teeth. The saw can now be used in the usual way until the bottom edge of the wood piece rides against the top of the board being cut.—Submitted by Herbert E. Fey, New Braunfels, Texas.

How to Re-make a Pinch Bar

A SMALL pinch bar can be made into a very handy tool to remove nails by driving it under the head of nails, repairing shingles on roof and many other uses.

File a V in the center of the top of the bit of bar and it will be ready for use.—C. F. Kelso, Sabina, Ohio.

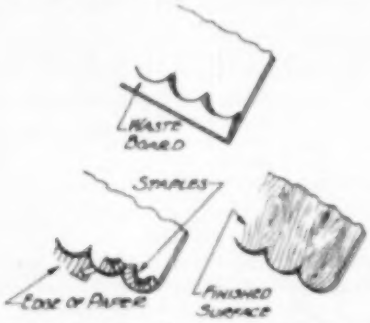
How to Prevent Injury to Plaster



WHEN driving nails into a plaster wall for the purpose of hanging pictures or other articles, the finish surface will often shatter or become injured unless extreme caution is used.

To prevent this condition apply two pieces of scotch tape on wall where article is to be hung in the manner shown in sketch, and then drive nail into position.—Submitted by Richard Crippen, Chicago, Ill.

How to Finish Edge of Plaster Board



THE EDGE of "knotty pine finish" plaster board may be scalloped and the raw edge covered. First score the back of the board in the desired pattern, and remove waste material from the face paper. Then cut extending face paper into strips ½ to ¾ inch wide, fold to back of board and staple.—Myron G. Miller, So. Williamsport, Pa.

HOW TO DO IT * HOW TO DO IT * HOW TO DO IT * HOW TO DO IT * HOW TO DO IT

No. G-6 . . . Store Front Construction

THE PROBLEM: The problem confronting the designer with relation to the design of the store shown in detail on the opposite page was to create a store front that would reflect the proper atmosphere for the sale of expensive footwear, yet in effect not make it too exclusive.

SOLUTION: Through the use of good, sound and effective materials the proper atmosphere was obtained, together with the usual show window display.

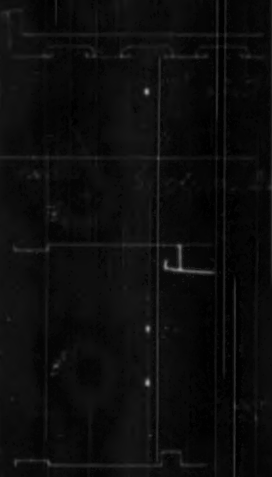
MATERIALS AND COLORS: The outside face of the two end columns or piers are faced with white Italian marble; the return face of columns are faced with imported Verde Antique marble. The valance above show window against side walls is solid mahogany finished with a high polish. Fabric curtain is placed directly under the valance and against wall to form background for window.

Vestibule floor is red verona terrazzo, with white Portland cement and red pigment added; bulkhead facing is precast terrazzo, white chips and white Portland cement. Sign background and vestible ceiling are faced with white Keenes cement plaster; background and ceiling are painted chartreuse. Sign letters are of porcelain enamel with back lighting of white neon. Exterior light trough above sign is two tube white neon galvanile metal grained to match the white marble. Show window sash and sill are Alumilite aluminum; no awning box required on this job. Show window lighting is a combination of recessed hi-hats using 300 watt R-40 lamps and fluorescent lighting behind the wood valance. This store front is an alteration of an existing building.

AMERICAN BUILDER'S STORE FRONT DETAILS

Designed by Louis J. Glunkin for *American Builder*

Merilyn Store



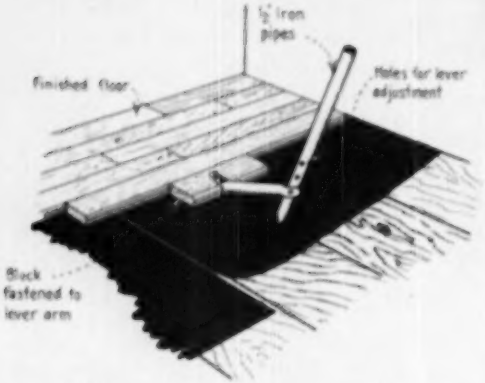
Plan

Detail of Door

Section

TECHNICAL GUIDE for Builders and Craftsmen

How to Use a Floor Laying Tool



THE TWO members of the floor laying tool are made of ½-inch diameter pipe of any desired length. The vertical member is pointed at bottom so it can be driven into the subflooring when drawing up the finished floor. The end of horizontal member is bolted to flooring block which is the same type as the flooring to be laid. Three holes are drilled in vertical arm at intersection with horizontal member to provide opportunity for adjustment.

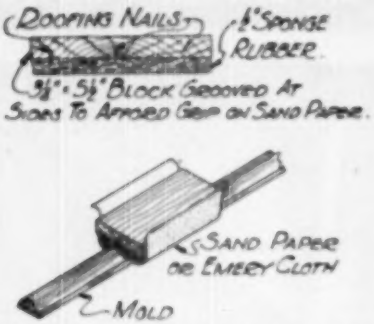
To use, place flooring block against floor to be nailed and with pointed edge of vertical arm driven into rough flooring, apply pressure on the upper portion of arm and draw floor tightly into position.—Submitted by Verne Fairbanks, Joliet, Montana.

How to Keep Unfinished Trim Clean

WIRE finishing nails have a tendency to make a workman's fingers black when nailing on trim. The smudges that are imprinted upon the trim are slow and hard to sand out. To correct this situation place a handful of dry sawdust into the nail pocket of nail apron together with nails.

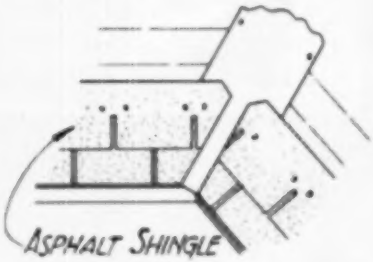
Sawdust keeps the nails and fingers clean and does not prevent the nails from being removed from the pocket.—Submitted by W. A. Woodard, Volga, So. Dakota.

How to Make a Sanding Block



A BLOCK to sand irregular surfaces can be made from a 3¼ by 5½ piece of wood grooved at sides to afford grip on sandpaper. One-half-inch-thick sponge rubber is nailed to the underside of block with large headed roofing nails. Do not drive nails more than two-thirds through the rubber otherwise they will cut the rubber. This will make a sanding block that can sand all surfaces of a moulding.—Submitted by George T. Mann, Fort Myers, Florida.

How to Avoid Roof Trouble



A GREAT deal of difficulty may be avoided by cutting off the points of shingles lining the valley of a roof. This prevents rain or melting snow from catching the points and permits the water from running back along the top edge of shingle until it is beyond the valley flashing.—Submitted by Myron G. Miller, So. Williamsport, Pa.

HOW TO DO IT • HOW TO DO IT • HOW TO DO IT • HOW TO DO IT • HOW TO DO IT

No. D-65 . . . Bar Paneling of Traditional Design

TRADITIONAL design, when applied to interiors and home furnishings, is always in good taste. One of the greatest strides made in architecture was during the early Colonial period when beauty of design was wrought in warm, rich materials through skilled workmanship.

Hand workmanship and hand finishing together with a mellow finish brought on by years of polishing and rubbing, are difficult to reproduce. However, the detail plate and photograph show a mantel, wall paneling and furnishings fabricated with modern, factory-made materials that could well have been moved intact from an early Colonial home.

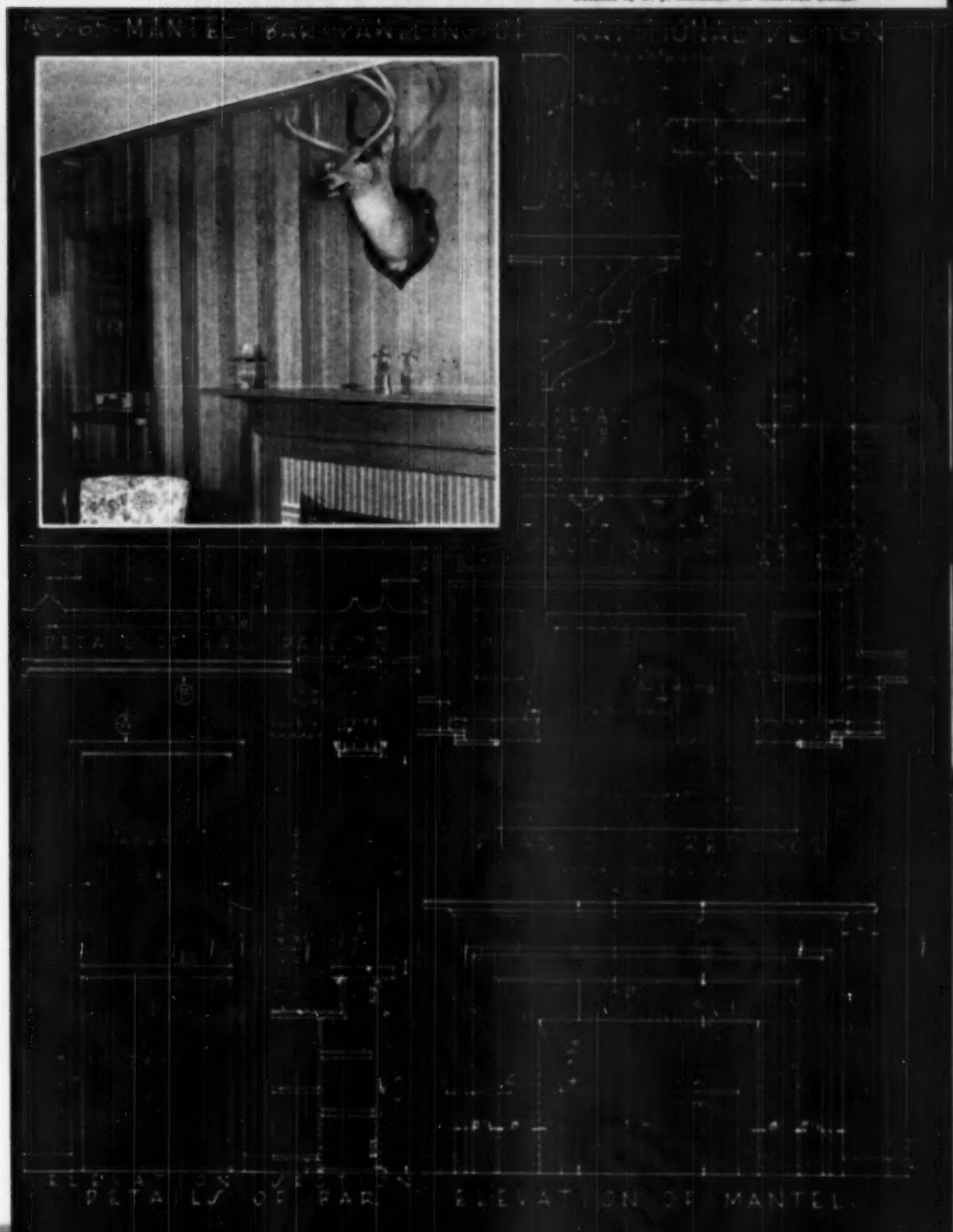
The materials used for the wall surface and mantel could be white pine or birch or plywood in a plank design. The adjoining bar is finished in the same materials. The hinged door below counter line conforms in character to adjoining wall surfaces. Red brick with white mortar joints are used for the area surrounding the fireplace opening. The same brick are laid flat for the hearth. Stock mouldings of suitable design could be substituted in the mantel shelf in place of those shown.

Dimensions shown on the detail sheet are suggestions only and would of necessity change depending upon room size and local conditions.

How-To-Do-It Pointers Continued on Page 126

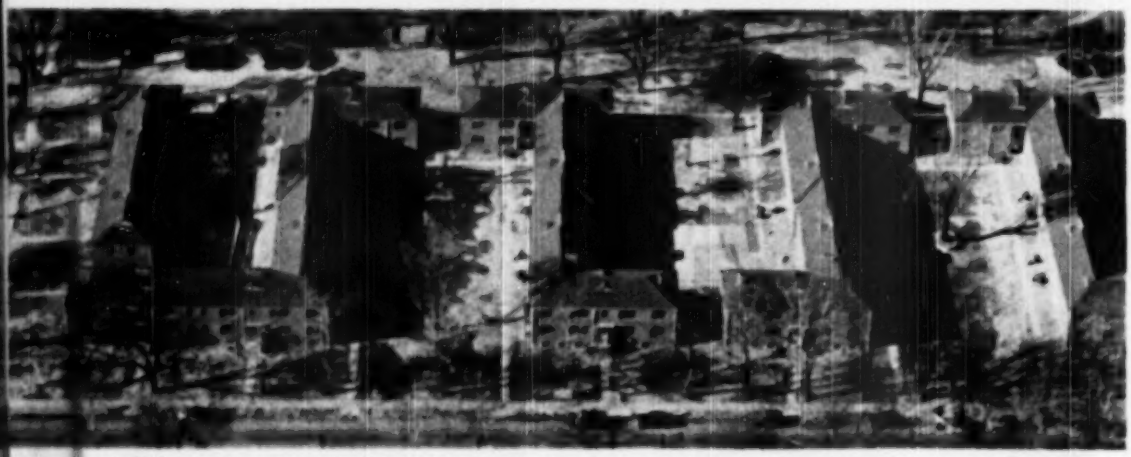
AMERICAN BUILDER'S BETTER DETAIL PLATE

Detailed by R. J. Alexander for *American Builder*



Businessmen Offer Solution To Omaha's Housing Problem

To maintain private enterprise and alleviate a housing shortage, the Omaha Chamber of Commerce contributed $125,000 toward the construction of 1000 rental units

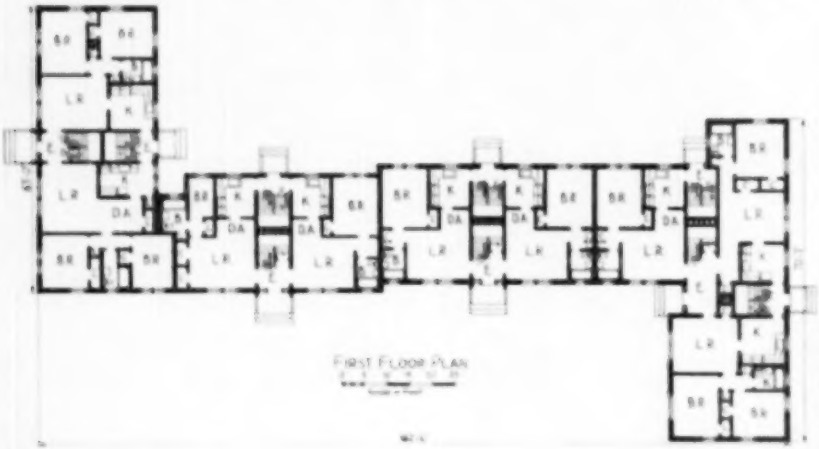


AERIAL view shows some of the first rental units completed in Omaha by Carl C. Wilson firm under new Chamber of Commerce plan

WHILE the cry for more housing is being answered in some cities by public housing, there are still other places where believers in private enterprise are standing fast against government interference. Omaha, Nebr., is a noteworthy example. Not only has this city refused public housing, but her citizens have come up with a proposed solution to their own problem, put it into action, and are offering proof of what can be done without government control.

Omaha, like most large cities, faced the problem of laboring groups being forced to move elsewhere unless suitable living quarters could be found. Local businessmen saw the problem, realized the ultimate effect of a prolonged housing shortage on their own business, and decided the answer should come from their own ranks rather than from the government. First they went to local builders, who were reluctant to build without more financing. Then they turned to their local Chamber of Commerce.

The Omaha Chamber of Commerce came through with a sum of $125,000 —contributed by businessmen who



FLOOR plan shows excellent arrangement of one and two bedroom apartments above designed by Leo J. Dworak, local architect of Omaha

wanted to maintain private enterprise. And it was decided to use this money to stimulate the building of 1,000 additional rental housing units.

Carl C. Wilson, Inc., the first building firm to commence building under the new plan, hit the first obvious snag. This firm found that the amount of $125 per unit allowed was "very small." Then they resharpened their pencils, and did some more figuring. Said Carl C. Wilson, the firm's president, "The amount of $125 per unit allowed . . . applied on the purchase of the land in this and in a number of other instances was sufficient to help start the project."

The first completed units under the new plan represent housing that would be a credit to any community. Designed by Leo J. Dworak, architect, and built by the Wilson firm in Omaha, the units have full basements, are well constructed throughout to meet FHA requirements, and are obtainable at moderate rentals.

Basement walls and partitions are 12-inch concrete block. Exterior walls above grade to the first floor joists are 4-inch face brick and 8-inch concrete block. Walls above the first floor are 2x4 studs, 16 inches O.C., ¾-inch insulating sheathing, ½-inch lath and plaster, 30-pound felt insulation, and face brick. Roof framing members are wood, and the ceiling is insulated with two inches of mineral wool. Over wood sheathing, 30-pound felt and 210-pound asphalt shingles are laid.

One-inch blanket insulation is placed between the first and second floor for sound deadening. Finished flooring is oak, except in kitchens and baths where linoleum is placed. Kitchens have metal cabinets.

With the first large dent made in the Omaha housing shortage, the Chamber of Commerce is now in high gear with commitments to build five other projects totaling 500 units, and construction will soon start by a new corporation formed by the Builders' Exchange of Omaha. Another project also in the planning stage will supply 200 more units.

Driving force behind Omaha's active Chamber of Commerce is Kenneth Harvey, chairman of the organization's Housing Committee, and Charles S. Reed, president.

FRONT and back views of Omaha's new rental units are shown here and at top of page

BUILDING FOR BOOMTOWN

Rapid industrial expansion in parts of the South sometimes creates peacetime "boomtowns." This is how a small South Carolina city handled the problem

SPECIALIZED crews speed operations. Above: Applying 15-pound membrane waterproofing. Right: Slab is poured from mixer

WHEN the city officials of Rock Hill, S.C. (population in 1940: 15,000) were faced with a serious housing shortage caused by the construction nearby of an industrial plant with an employment potential of from 6,000 to 10,000 persons, they realized it would be necessary to supplement the efforts of local builders and called in a large-scale operative builder, J. C. Long of Charleston, S.C.

Long accepted the challenge and, in cooperation with city and FHA officials, went ahead with plans. The result is Catawba Terrace, a development of 510 single and duplex rental units, with more scheduled to keep up with the demand.

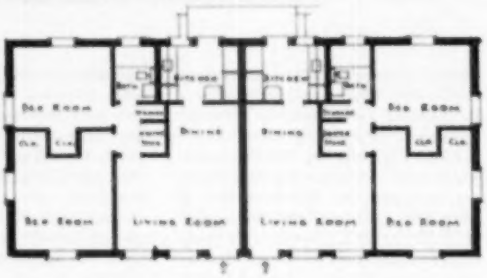
The site of the project, along with other outlying areas, was annexed by the city, providing utilities, sewerage, paved streets and other improvements to conform with FHA requirements. Laid out under supervision of FHA's Land Planning division, the subdivision is modern and well-planned.

The project consists of 374 one-story buildings, of which 136 are duplex apartments and 238 single-family units. It covers 269 acres. The single-family houses are of frame construction and have three bedrooms, an L-shaped living-dining area, bath, kitchen and hall. Of masonry construction, the duplex has two bedrooms, living-dining, bath, kitchen and hall in each unit. Approximately 40 exterior variations were used. Plans were developed by the Dandee Plan Service of Columbia, S.C.

A big factor in speed of the operation was the careful planning of the supervisory staff, headed by Long, General Manager John B. Hartnett, Construction Superintendent Henry Cone and Project Engineer S. E. Felkel. Full advantage was taken of the size of the project to employ a number of cost-cutting methods, including site assembly provided by the Dandee plans.

All lumber, doors and windows were processed through a centrally-located cutting shed, equipped with radial saws and an attached mill shed with rip saw, bank saw, molder, mortiser, door hardware fitting machinery and paint spray equipment. All possible cutting waste was eliminated.

Purchase of materials was in carload lots with ample space provided for storage.



ATTRACTIVE duplex unit is typical of 136 in subdivision, all of masonry construction. Plan is shown above

AIR view of J. C. Long's Catawba Terrace in Rock Hill, S.C., built to house employees of big Celanese Corp. of America

Distribution of materials to sites was well-timed. Dispatchers kept the material on schedule and runners kept supplies ahead of building crews. Aggregate hoppers were used to charge the ready-mix trucks.

An outline of construction follows:

(1) Foundation footings—6x18-inch continuous concrete below frost line.

(2) Foundation walls—3x8x12-inch masonry units to eight inches above grade.

(3) Flood slab—4-inch concrete, troweled plumb and reinforced with No. 10 6x6-inch steel wire mesh. Expansion joints in slab. Water and oil lines under gravel fill of slab. Two-ply, 15-pound hot-mopped membrane waterproofing placed between fill and slab.

(4) Framing—Precut, partly assembled at cutting shed. Trusses for gable roofs assembled in jigs at cutting shed and delivered to house site in trucks. Hip roofs precut. All framing material delivered in four-wheel trailers.

(5) All partly-assembled framing completely assembled on slab and raised in place. Plates anchored to slab with cartridge-fired studs. On gable houses, end trusses are storm-sheathed at cutting shed.

(6) Roof sheathing and siding—¾x6-inch pine, with 15-pound felt, 210-pound asphalt roof shingles. Siding types—asbestos shingles, asbestos boards, board and batten strips, cedar shingles, novelty wood siding and novelty aluminum siding.

(7) All extruding hip roof louvers of standard prefabrication, and all back door roofs prefabricated and prime-coated at mill shed.

(8) Dry wall plasterboard ⅜-inch on interior finish, applied by tape system.

(9) Three coats of oil paint on exterior. Three coats oil paint to interior woodwork. Two coats of flat oil-base paint to dry walls. Bath metal tile on wainscot and shower head; two coats of enamel on walls. Two coats of enamel in kitchen.

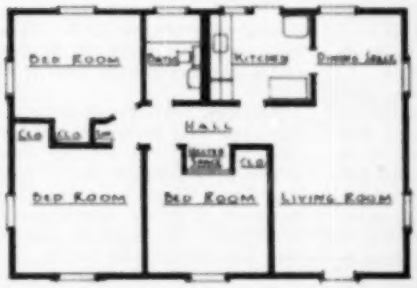
(10) Rock wool insulation blown in attics.

(11) Factory-built and -finished kitchen cabinets.

(12) Table-top electric water heaters.

(13) Prefabricated flue with special job-assembled housing.

From the time the first house was started in May, 1948, Hartnett was in complete charge. He reached an average completion speed of four houses a day.



FLOOR plan of single-family unit. Rental of single-family three-bedroom dwellings in the project was set at $75.50; two-bedroom duplexes at $63.50

NEW LIFE

For Old Building

BUILDING in its original state before remodeling

COMPLETE new front replaces the old. Contour of roof retained in the new design. Present stucbrick walls pointed and painted

AN OLD store building, structurally sound but hopelessly outmoded, was converted into a modern up-to-date structure with a minimum of effort by the simple and effective method of applying a new front.

This old army recreation building, located in the choice Sea Breeze business section of Daytona Beach, Fla., was purchased by E. E. Ford who realized its potential possibilities. The problem was turned over to Oscar Clarholm, a leading builder of the city, who collaborated with Harry M. Griffin, architect, in producing the desired results with a minimum of cost.

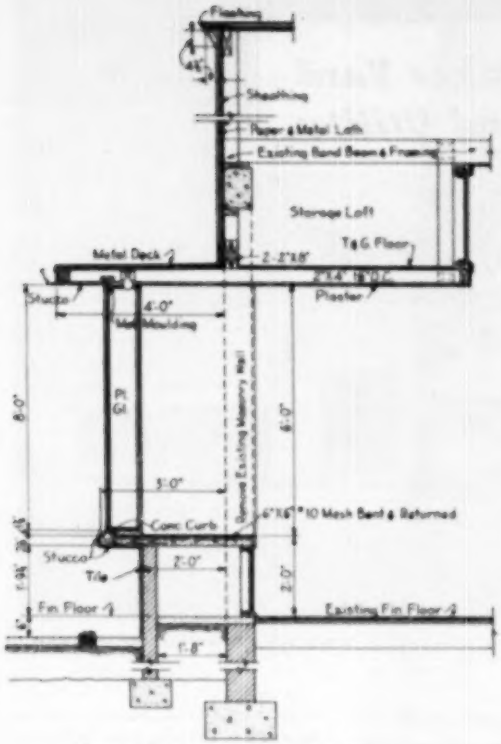
To avoid a "shirt front" effect, Griffin conformed the new design to the existing profile of old building, thus establishing a definite affinity and free flowing transition of the new to the old.

The building is located at an intersection of two streets with two stores occupying the front portion of structure facing on Sea Breeze boulevard, and with seven professional offices located in the rear of stores, accessible from the side street. The wide boulevard approach to the front has been retained and further enhanced with two large planting areas. Balance of boulevard is covered with 24 inch square precast cement blocks set in wide grass joints.

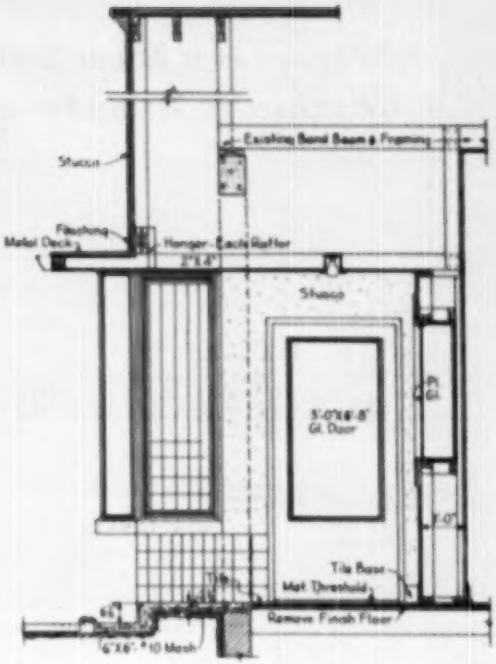
The central portion of front gable end is built out for a high level display case. This is covered with smooth-faced stucco. Balance of old gable end is covered with metal lath and finished in stucco of a fluted pattern. The existing concrete tie beam, that occurs around the building at cave line, was allowed to remain to serve as a lintel across the front. Except for end and intermediate piers, the entire area below the beam is open to the store interior. The portion of front below beam, which extends beyond wall above, is built entirely new, using wood, tile and glass for exterior materials. The bulkhead is of 4x4 inch black ceramic tile, being particularly effective in this location because it is able to take a great deal of abuse.

Two colorful panels of Mexican tile are placed on the splayed surface adjoining the entrance doors. These same tile form a border for the glass on the back wall of the entrance vestibule.

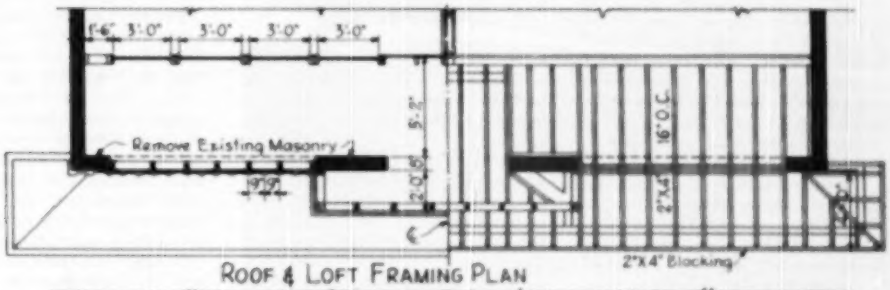
Following are some of the economies that were developed: Concrete block walls on sides and rear were repointed and painted; the old roof was allowed to remain but was given two coats of salmon colored waterproof paint; old Sheetrock was reused wherever possible in the construction of office partitions; the old hot water heating plant was repaired and restored; old windows on side walls were either re-used or covered up, and the old screen porch on street side was enclosed with glass. The total cost of remodeling was approximately $15,000.



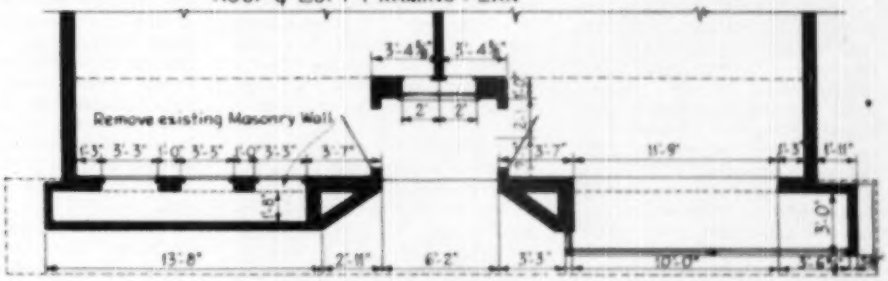
SECTION THRU SHOW WINDOWS



SECTION THRU ENTRANCE



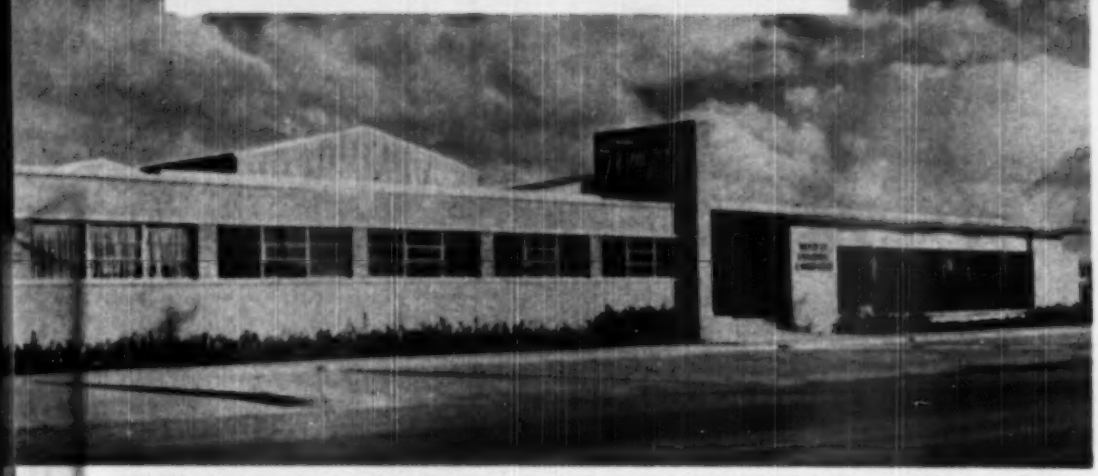
ROOF & LOFT FRAMING PLAN



FLOOR PLAN

PLAN of remodeled front of old store building at show window level, also plan of front above the level of windows

Attractive New Lumber Yard Combines Beauty and Utility



ZIG-ZAG plate glass picture windows eliminate glare and enhance appearance of Temple building materials store in Houston

Covering two and one-half acres in Houston, this lumber yard and building materials store is one of the largest and most modern in its vicinity

ADMITTEDLY one of America's most beautiful and ingeniously designed building materials stores and storage facilities, the new retail yard and building materials store of Temple Lumber Company, Houston, was opened January 21-22. The grand opening which extended over a two-day period was attended by over 10,000 visitors. The new Temple Lumber Company will house the entire general offices of the firm which operates 32 retail lumber yards in Texas strung from the Red River to the Rio Grande.

The new Temple Lumber Company yard and building materials store on Kirby Drive today ranks as perhaps the largest and finest of its kind in the entire Southwest. It covers 2½ acres, is completely paved, and all storage space is completely under cover. All sheds are of steel construction and fire-proof. A railroad spur extends 300 feet under the north wing of sheds, and can accommodate seven rail cars at one time. All loading and unloading operations are done under cover.

Warehouses can accommodate 30 cars of building materials such as sash, doors, plywood, nails, roofing, flooring, cement, and Sheetrock. Lumber sheds are large enough to store over 3,000,000 board feet of lumber; enough to build 300 5-room frame houses. Several Ross lift trucks have been purchased to carry and stack lumber and materials in a minimum of time.

The entire store and general offices were carefully planned to combine beauty, efficiency, and comfort. Sales offices, consisting of 7,000-square feet, are completely air-conditioned. The exterior of this modernistic building is faced with brick, and is set off by huge glare-proof zig-zag picture windows which look in upon beautiful island displays. Planted trees, shrubs and flowers are used throughout to enhance the appearance.

An unusual feature incorporated into the interior design is the immense glass window in the office of the vice president and general manager of the lime yard operation, which provides a wide vista of the huge lumber stocks piled high in the storage shed. It also provides a complete view of all yard operations.

All lighting is furnished by indirect fluorescent. Flooring is of light gray rubber tile, and all walls are either Textoned Sheetrock, Weldtex, or hardwood paneling. Chairs, lounges, and other decorations are done in various shades of soft gray.

Temple Lumber Company, which was started in 1914, originated and still offers the well-known Temple "one stop" building and remodeling service. This is a unique plan designed to furnish builders and home owners a complete service for building or remodeling including building plans, securing the services of competent contractors, the handling of financial paperwork, and furnishing all building materials.

Temple maintains complete paint and hardware departments, as well as their own woodworking shop for special millwork. J. C. King is mill foreman. In addition to Mr. Styles, Temple officials include D. G. McNair, assistant general manager, Wm. C. Hinkle, purchasing agent, D. M. Nichols, Jr., assistant to yard manager Malcolm McCulloch, A. L. Melton, yard foreman and shipping clerk.

Architect for Temple's new location at 4807 Kirby Drive was Baldwin N. Young. General contractor was Robert S. Bayless. Others include Walter P. Moore, structural

NEWSPAPER advertisements like this helped to draw a crowd of more than 10,000 people to the store's opening

engineer; Ruth London, landscape architect; Mrs. Helen Sprong, interior decorating; J. A. Walsh & Co., air conditioning; Hans Peterson Company, shrubbery and trees; Campo Sheet Metal Company, stainless steel metal signs.

Vice president and general manager of the Temple operation is S. F. Styles, director of the Lumbermen's Association of Texas and ex-president of this same group. Manager of the new retail yard is Malcolm McCulloch; manager of Temple's Polk yard is M. L. Barr; C. A. Davis heads the Heights' location.

Active merchandisers and consistent advertisers, Temple Lumber Company's three yards join together for cooperative advertising which includes the following:

Radio. Sponsorship of 15-minute newscast each day Monday through Friday at noon by Cedric Foster over mutual broadcasting system and broadcast over KTHT.

Three spots over this same station are carried at 6:15 p.m. on Monday, Wednesday, and Thursday, immediately following Fulton Lewis, Jr.

In order to promote the opening, a special schedule of six transcribed one-minute spots a day were used announcing the opening.

Outdoor Advertising. Ten colorful painted bulletins are strategically located on each of the main highways entering into Houston and feature the Temple yards in that part of the city.

Newspaper. In order to promote the opening, a full-page advertisement was placed in the Houston Post, Press, and Chronicle, the three daily metropolitan newspapers in Houston, augmented by a quarter-page ad in each of these papers. News photographers from each of the papers were present to take pictures, and publicity stories appeared during the week the opening was held.

A regular schedule of newspaper advertising is maintained in the Houston newspapers which includes a weekly ten-inch ad. Basis of the advertisements is the Temple "one stop" service idea which has become a by-word with the company.

Advertising for Temple Lumber Company has been handled for the past three years by Aylin Advertising Agency, Houston.

LUMBER sheds are large enough to store more than 3,000,000 board feet of lumber in new Temple company yard in Houston

The Swish of the Pendulum

By R. E. Saberson

LET'S build a house and have some fun!

Sounds sort of far fetched, doesn't it, to hear people talking that way? Yet we've heard these very words, or their equivalent, with surprising regularity in recent months.

Needless to say, they caused us to stop, look and listen—to ponder the difference between today and the somewhat recent time when the great housing shortage was the chief topic of conversation and there was much apprehension as to whether there ever would be enough houses, in the foreseeable future, to meet the nation's needs.

That wasn't so long ago either and perhaps it is only fair to say that there still are plenty of those who lift an eyebrow whenever the subject comes up. To them the "fun" elements in the housing situation are few and far between.

"Isn't that just dandy!" they say. "Suppose you take the next few days off looking for a home to buy, or to rent, and then bring in your report . . . say next Sunday afternoon at the same time!"

For the family with a specialized need it, of course, requires far more than a casual tour of the suburbs of the city to find a ready-made home that will fit the individual ideas of each and every member of the family.

Thank goodness that time has not yet come and perhaps this is the place to express the hope that it never arrives! If and when it does, homes again will be a dime a dozen, as was the case back in the 30s when HOLC came into the picture to stem the tide of bankruptcy that was threatening to engulf countless unhappy families who found themselves owing more on their mediocre domiciles than better homes sold for in their neighborhood. Undoubtedly this shrinkage in value meant little or nothing to the fortunate families with the necessary wherewithal to meet the monthly payments. They rode the crisis through and eventually it was possible for them to sit before their firesides with their hands folded contentedly across their respective tummies as they pondered the fact that their homes, instead of being worth half as much as the mortgage, would now sell for twice or three times as much as they had ever dreamed of asking.

Back in the 30s, home mortgagors were quite generally regarded, by apartment dwellers and renters (who were then writing their own tickets) as extremely unwise for ever having ventured into the hazardous realm of home ownership. A decade later the pendulum had swung far in the opposite direction and they had become the envy of the untold thousands of would-be renters who would have had no place to lay their weary heads had it not been for pa and ma or other kin folks who took them in.

Thus, the mighty pendulum of supply and demand continues to swing to and fro with resounding ticks and tocks that either strike terror or become sweet music as the case may be. But regardless of what the effect may be the ticking and tocking goes on just the same.

It is too bad for all parties concerned, and especially for our national economy that a new house of the 30s should go begging at $6500 ($2000 less than it cost) and then some 15 years later sell for $12,000.

Yet this precipitous drop and rocket-like rise took place within a comparatively short time.

What has all this to do with—"Let's build a house and have some fun."

The answer is "Plenty." Once again we are becoming eye witness to the ceaseless swing of the economic pendulum . . . the swish that is taking us rapidly from acute shortages to an eventual over-supply of houses, and everything else . . . the zoom that turns too little into too much.

One of the things we have never been able to figure out is why it is practically impossible to induce people to build or buy homes on a declining market and just as difficult to keep them from doing so when prices are going up. When it is possible to get houses at their own price, nobody wants them. On the other hand, when prices are zooming upward the race to get there "fustest with the mostest" money is indeed something to behold.

And that, of course, is what is happening today in many areas. The sharpness of the shortage has been dulled. The acuteness of the emergency has been toned down. Fear has given way to confidence. Home prospects no longer are tense and taut. People, once again, are approaching the problem with a relaxation that creates such comments as "Let's have some fun building a house."

For a long time, the acquiring of a home has been regarded quite generally as a grim undertaking. Usually, the announcement of a decision to build or buy was greeted with warm expressions of sympathy. But today it's different. Once more it is beginning to be called "fun." Prospects are looking forward more eagerly to the experience. Little is heard of exorbitantly high prices, or of shoddy construction. Those who prefer their homes ready-made are finding them available in greater quantities and of better quality. Those who like to plan their own are tackling the pleasant undertaking with greater enthusiasm. It's a healthy sign.

What is bringing about the change?

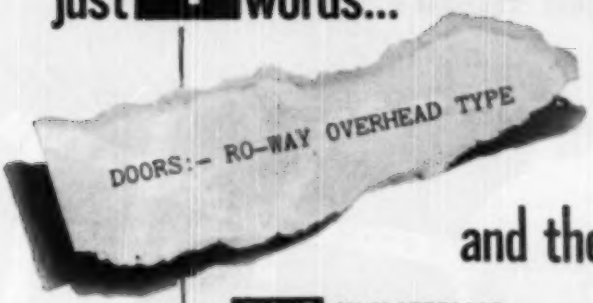
Long before this, the emergency aspects of the pent-up demand for houses have largely disappeared. Countless postwar young couples have found a place to live. Apartments have mushroomed in city after city. Acres and acres of small homes have been built with greater efficiency and of better materials. The construction of nearly two million residential units during the past two years (with the third million-or-more year shaping up) has flabbergasted bureaucratic Washington to the point where it has been necessary to move up to the "middle class" in order to find someone to "help" along the way to home ownership.

Slowly but as surely as the sun will rise tomorrow morning, the great housing shortage is disappearing. By the end of 1950, if the present construction rate is maintained, it will come so close to being over that Washington will have little to promise in the way of "relief."

In the meantime, the "middle class" is doing right well with its own building program. The Sunday papers are full of alluring advertisements. Houses, like automobiles and everything else, are slug-

(*Continued on page* 164)

just 4 words...



and the job is RIGHT!

RIGHT IN MATERIALS

Rowe's own buyer selects only high quality lumber at the mills. Panels are three-ply exterior grade Douglas Fir plywood. Hardware, Track Rollers and Springs are made in our own plant, and Parkerized *after* fabrication.

RIGHT IN CONSTRUCTION

Multiple mortises assure accuracy, uniformity and good fit. All mortise and tenon joints are glued—then *and* doweled. Track rollers have "double-thick tread." Springs are power-metered to the weight of each door.

RIGHT IN INSTALLATION

Ro-Way Doors are erected with utmost care by Ro-Way's nation-wide network of selected distributors.

RIGHT IN APPEARANCE

Ro-Way Doors are drum-sanded to give a silky, lustre finish. All joints are finished by hand. Parkerized and painted hardware prevents rust streaks. Ro-Way Doors keep their good looks.

RIGHT IN SERVICE

Ro-Way Doors roll up-in-and overhead—out of the way. They won't freeze shut. They won't blow off or bang shut. They are not affected by moisture-swelling or frost-raised floors. Even drifting snow won't keep them from lifting easily.

RIGHT IN PRICE

Ro-Way Doors are built completely in Rowe's own plant. This "single-profit" plan enables us to pass along to Ro-Way users many extra values at no extra cost.

There's a RoWay for every Doorway!

SEE OUR CATALOG IN SWEET'S

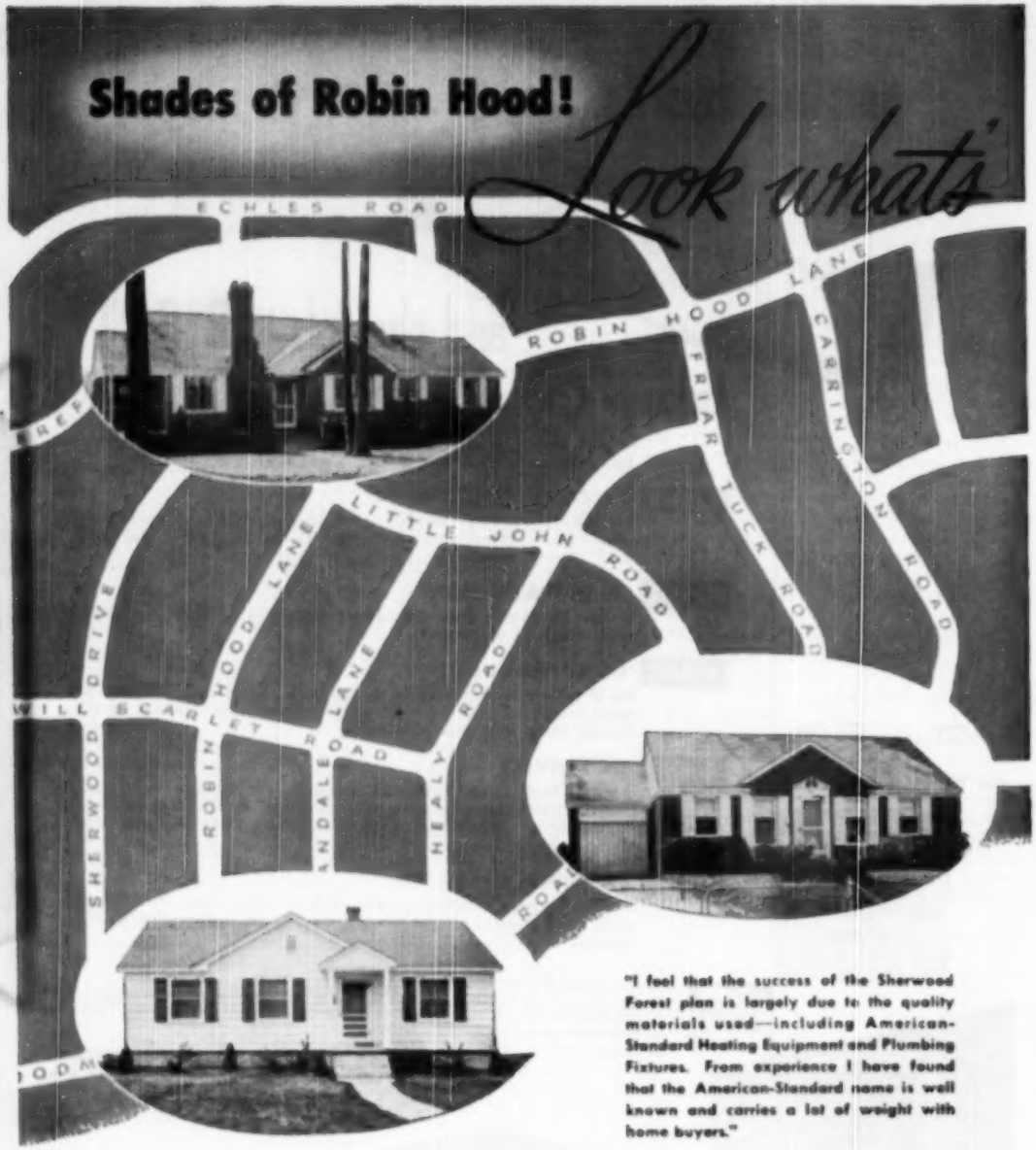
See your classified telephone directory for name and address of the Ro-Way Distributor equipped to give you expert installation service.

Ro-Way Overhead Type Doors are available for all Industrial, Commercial and Residential Installations

ROWE MANUFACTURING COMPANY
766 Halton Street • Galesburg, Illinois, U. S. A.

Shades of Robin Hood!

Look what's



"I feel that the success of the Sherwood Forest plan is largely due to the quality materials used—including American-Standard Heating Equipment and Plumbing Fixtures. From experience I have found that the American-Standard name is well known and carries a lot of weight with home buyers."

MORE AND MORE BUILDERS who use American-Standard Heating Equipment and Plumbing Fixtures, are finding this a strong selling point to stress in their own advertising. It tells the public that only the best products were used . . . creates confidence in the top quality of the whole dwelling.

happening to Sherwood Forest!

IN *this* Sherwood Forest, a residential subdivision of Memphis, Tennessee, there's a buzz of activity these days. Here, smart, modern homes—some still in the process of construction—line the streets which bear the names of such legendary characters as Robin Hood, Friar Tuck and Little John. But these quaint street names are about the only connection with the Sherwood Forest of old . . . for this new residential district is as modern as tomorrow. All houses have central heating. And, naturally, they are equipped with the latest features and conveniences . . . including both American-Standard Heating Equipment and Plumbing Fixtures.

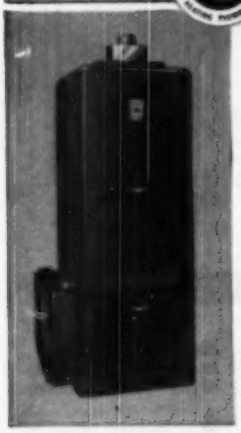
The idea for the development of Sherwood Forest was conceived by builder Herbert W. Morton. The subdivision contains 568 lots, laid out on contours to preserve as much as possible of the hardwood forest. The cheerful, distinctive houses were built to market for a maximum price of $12,000.

In 1946 and 1947, 156 houses were built in Sherwood Forest. These were single family units of brick veneer or frame construction and were sold for prices ranging from $10,000.00 to $12,000.00. During 1948 Mr. Morton built and sold 40 additional units in this same price range. In 1949, 156 houses were erected on some of the remaining lots and sold for prices ranging from $6,500.00 to $10,000.00.

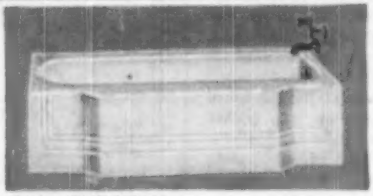
As Mr. Morton says, American-Standard Heating Equipment and Plumbing Fixtures were an important factor in creating the enthusiastic demand for the Sherwood Forest homes.

The outstanding quality of American-Standard products, backed by strong, consistent advertising, has created a public acceptance throughout the country. You will create satisfied customers when you install American-Standard products in the structures you build or remodel. Whatever the type or the size of the project, you will find just the heating equipment and plumbing fixtures you need in the complete American-Standard line. Ask your Heating and Plumbing Contractor for details. **American Radiator & Standard Sanitary Corporation,** P. O. Box 1226, Pittsburgh 30, Pennsylvania.

LOOK FOR THIS American-Standard MARK OF MERIT

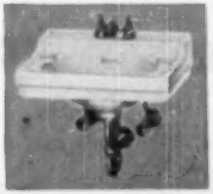


WYANDOTTE Winter Air Conditioner



MASTER PEMBROKE Bath

CADET Water Closet



PENLEDGE Lavatory

CUSTOM-LINE Sink

AMERICAN-Standard

First in heating . . . first in plumbing

Serving home and industry

AMERICAN-STANDARD · AMERICAN BLOWER · CHURCH SEATS · DETROIT LUBRICATOR · KEWANEE BOILERS · ROSS HEATERS · TONAWANDA IRON

ORNAMENTAL IRON
by Coffman

How to Add that
Distinctive Architectural Touch

With Practical Stoop Rails Hand-Wrought by Coffman

Here is a beautiful stock entrance rail for front and rear stoops. Coffman's No. 206—3'/2" stoop rail illustrated is the correct length for the usual masonry, brick or wood stoop extending 3'/2" from the house. Rugged, solid construction throughout. Note genuine hand-forged inside scroll finish at newel post. Compare the low cost of $9.98 each (F.O.B. factory) for this popular size with cost of any other type railing.

INSTALLATION IS EASY

Conventional attachment knee on top and bottom rail and extended newel post make installation both easy and fast.

STOCK RAIL SPECIFICATIONS

Newel post ½" square. Pickets ½" square. Hand rail ¾" x 1¼". Bottom rail ½" x 1" channel. Design ½" square. There are many applications for this handy stock rail, and a range of sizes from 2'/2" to 4'/2".

DEALERS

Stock these fast-moving rails designed to meet popular building needs. They are easy to sell, easy to handle and stock. Ask your distributor, or write us.

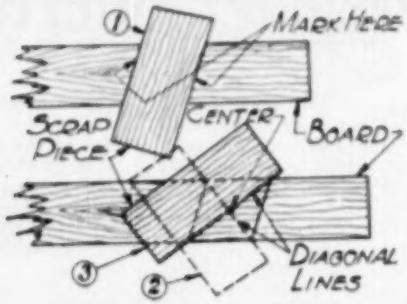
Write Department AB, P. O. Box 1113, for free catalog of designs, sizes and prices.

Manufacturers of the Original
"Complete Builders Line"
of Hand-Wrought Ornamental Iron

The R. J. Coffman Co. Inc.
ORLANDO FLORIDA

TECHNICAL GUIDE for Builders and Craftsmen

How to Use Scrap Lumber for Locating Center of Board

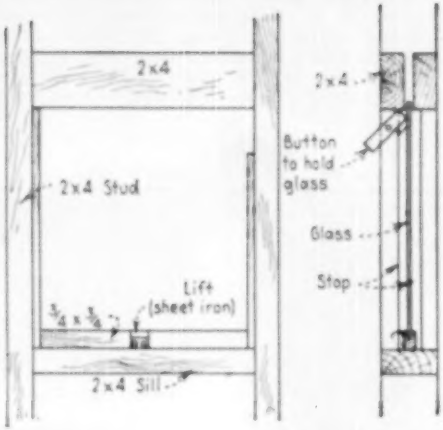


CUT mouldings two inches longer than necessary. Nail them on the screen frame, the two short lengths first and then the long pieces. Place thin wood block under corner and cut diagonally through overlapping moulds. —Herbert E. Fey, New Braunfels, Tex.

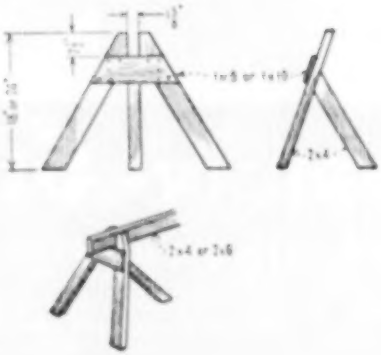
HOW TO DO IT • HOW TO DO IT • HOW TO DO IT

How to Make a Pass Window For Tool Shed

THE pass window for tool house or superintendent's shack is built between stud settings. Bottom rail is built of ¾ by ¾ ripping with saw curf at top edge for glass. Scrap glass used is held in place by wood stops at jambs. Glass slides up into pocket formed by top headers. Button at jamb holds glass in position.—Submitted by A. E. Crozier, Portland, Ore.



HOW TO DO IT • HOW TO DO IT • HOW TO DO IT



How to Make Individual Jacks With Many Uses

A SET of jacks such as the one shown in the sketch, is handy to have on a job because these jacks have varied uses.

For example, a 2x4 or 2x6 placed in the slot on top of two jacks forms a saw horse, ready for use. A combination of these can form a scaffold.—Submitted by W. L. Dodds, Branson, Mo.

MAKE YOUR HOMES EASIER TO SELL

WITH CREO-DIPT DOUBLE WALL *Zephyrs* ON YOUR SIDEWALLS

Factory stained in a wide range of colors, these genuine red cedar processed sidewall shakes produce heavy shadow lines, lend beauty and interest to any home.

Backed by an underwall of CREO-DIPT Insulation Backing Board, they provide excellent insulation, an efficient windbreak, enable you to stress comfort and fuel savings as sales features of your homes.

Used exclusively or with other sidewall materials, CREO-DIPT Double Wall Zephyrs make homes more attractive, more saleable.

EASY AND ECONOMICAL TO APPLY

With the help of the CREO-DIPT "Speeder-Upper," two inexperienced men should apply at least 6 squares a day.

A COMPLETELY PACKAGED LINE

Shakes, insulation board and nails all packaged in sturdy cartons to assure maximum product protection, and permit ease of handling on the job.

Mail this Coupon Now

CREO-DIPT CO., INC.—Dept. AB-40
North Tonawanda, New York

Send me further information on CREO-DIPT Double Wall Zephyrs and how to apply them.

NAME _____

FIRM _____

CITY _____ ZONE _____ STATE _____

TWO-BEDROOM home built by Ennis has full basement, expansible attic. Price $9,000

M. J. ENNIS—a one-man gang

"Quality—the Best Salesman"

Small builder knows every phase of his work—and does a great part of it

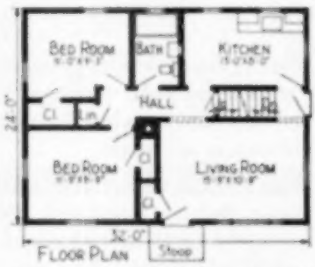
HOW to sell homes, in the final analysis, boils down to a phrase familiar to all builders—simply build a better home, then let the public know about it. How to achieve more quality, according to a small builder in Champaign, Ill., is a question that can be answered in hard work and close supervision of every phase of the job.

The builder, M. J. Ennis, builds for sale about eight homes a year as well as some homes on contract; does a negligible amount of advertising, and spends most of his time on the job as foreman, contractor, builder—a one-man-gang. The results are well-built homes that he believes advertise themselves.

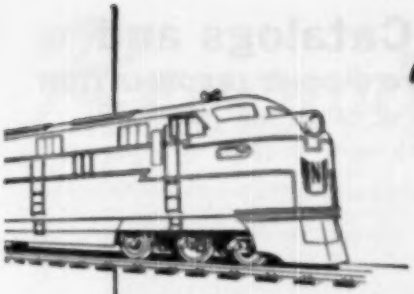
Ennis offers a two-bedroom home for $9,000, without lot, that has a full basement and an expansible attic. Conventionally framed, it has oak floors over 1x6 subflooring, and is fully insulated. Roof covering is 210-pound asphalt shingles over 1x8 wood sheathing. Four-inch drainage tile is placed around the outer edge of 8x16-inch concrete footings. Exterior wall covering is bevel siding over Bildrite sheathing, made by Insulite Div., Minnesota & Ontario Paper Co. Heating is supplied by an oil-fired, forced warm air furnace.

The builder, familiar with all phases of his business, goes from one job to another in a conveyance that looks much like a milk delivery truck. This truck has a definite purpose other than supplying passenger transportation. It is equipped with rows

(*Continued on page* 190)



FLOOR plan of home, above, is varied slightly in Ennis low-cost home, below



Ride the BIG 4 to Profit-Town

NATIONAL LOCK POINTS THE WAY

NO. 77 — 1.

Wood Screw Assortment with new "HANDI-SERVE" Counter Merchandiser

18 different sizes and diameters of wood screws . . . packaged in durable two-ply cellophane envelopes for convenient "selection by color". "Handi-Serve" counter merchandiser offers value of multiple display and rotating axis makes self-service easy.

SELECTION BY COLOR

2. NO. N-150

Beautiful Cabinet Hardware Assortment That Sells On Sight

This well-balanced assortment includes only the finest items in National Lock's extensive cabinet hardware line. Attractive finishes include bright chrome, dull chrome, dull bronze, bright brass and dull brass. Here's distinctively-styled hardware that answers every demand. No. N-150 reduces inventory . . . increases profits.

A COMPLETE HARDWARE DEPARTMENT

ORDER FROM YOUR JOBBER

BUILDERS' HARDWARE — 3.

A Broad Line of Quality-Built, Widely-Diversified Popular Builders Items

Catches, pulls, butts, hinges, sash hardware, chest hardware, latches, supports . . . everything your customers could possibly call for in builders' hardware. An extensive, quality-built line available "all from 1 source". You'll find a brisk demand for these fine National Lock builders items.

NATIONAL TUTCH LATCH — 4.

Automatically Opens Doors at a Gentle Touch. Easily Applied to Wood

The newest, smartest innovation in cabinet hardware. Easily applied to wood cabinets with swing door. Tutch'Latch automatically opens door at gentle touch of finger, wrist or elbow. A fast-moving, profitable unit you'll want to handle.

NATIONAL LOCK COMPANY

ROCKFORD • ILLINOIS MERCHANT SALES DIVISION

DISTINCTIVE HARDWARE . . . ALL FROM 1 SOURCE

Many Saws in One COMET

SHAPING

BEVEL RIPPING

RIPPING

BEVEL CROSS CUTTING

COMPOUND MITERING

DADOING

A REGULAR PORTABLE WORKSHOP

All the things you can do with a Comet spell PROFIT. One Comet makes all the cuts, better and faster. Comets save time on layouts, marking, fitting, handling. Their accuracy and speed, their entire sparkling performance helps finish all work faster—especially tough jobs. Comets are mobile, easily moved from job to job. They are doubly weather-proofed for constant field service. Since Comets increase your output, giving "more cuts per dollar," be sure and try a Comet before you buy—a Comet, of course! And at new, low prices! See your nearest Comet dealer or write direct.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
2029-33 Santa Fe Avenue, Los Angeles 21, California

COMETS cut quicker

Catalogs and
HOW-TO-DO-IT INFORMATION

720—HEATING, WINTER AND SUMMER AIR CONDITIONING—The L. J. Mueller Furnace Co., 2000 West Oklahoma Ave., Milwaukee 15, Wis., is offering a new 8-page catalog in color on Climatrol heating and air conditioning equipment for gas, oil and coal. AGA-ratings, dimensions, and performance data are given.

721—MOVABLE METAL WALLS—Catalog No. 50 offered by The Mills Co., 975 Wayside Rd., Cleveland 10, Ohio, is designed as a practical workbook for architects, engineers, contractors and other building professionals dealing with problems involved in flexible division of interior space in office, commercial, industrial and institutional structures.

722—PLUMBING FIXTURES—Besides offering a complete line of plumbing fixtures in colored illustrations, this catalog offers several suggestions in bathroom floor plans. The 32-page catalog is available from The Humphryes Manufacturing Co., Mansfield, Ohio.

723—PLASTIC WALL TILE INSTALLATION GUIDE—Instructions for applying Wilson Lockback plastic wall tile is the feature of a new 14-page catalog issued by Wilson Plastics, Inc., Sandusky, Ohio.

724—THERMAL INSULATIONS—"Fiberglas Thermal Insulations," title of a new 16-page booklet issued by the Owens-Corning Fiberglas Corp., Toledo 1, Ohio, describes all forms of Fiberglas thermal insulations for industrial and building applications. Data on thermal conductivity and sound absorption properties are included. The booklet is illustrated with numerous application photographs.

725—ALL-ALUMINUM SCREENS—New literature offered by the Screens and Fabricated Metals Corp., North Bergen, N. J., describes Fabrico all-aluminum screens that are lightweight, non-rusting and long lasting. Installed from inside the house, the screens fit all wood windows. They are made in three standard sizes to fit casement windows, three or four lights high.

726—ALUMINUM DOUBLE HUNG WINDOWS—Frame, sash, storm sash and half screen in one package is the feature of new pre-assembled windows described and illustrated in an 8-page brochure issued by Fleet of America, Inc., 110 Pearl St., Buffalo 2, N. Y. The windows, for residences, are delivered to the job glazed, screened, weatherstripped and with hardware in place ready for use.

727—FLOOR RESURFACER—A new 6-page folder has just been issued by Tufcrete Co., Inc., Des Moines 9, Iowa on "Tufcrete" Floor Resurfacer for contractors and builders. It describes the uses of this material for commercial and industrial buildings for worn floors of either wood or concrete.

728—"DESIGNING WITH ALUMINUM EXTRUSIONS"—Basic engineering principles that will enable designers to use extruded aluminum shapes most effectively are explained and illustrated with many examples in new 138-page book published by Reynolds Metals

(*Continued on page 132*)

Reversible

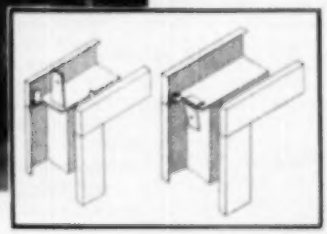
TO HELP YOU LOWER BUILDING COSTS

Richmond UNIVERSAL KNOCKDOWN STEEL FRAMES

Richmond steel frame jambs are reversible so they can be used for either hand of the door. Hinges are welded to hinge jamb the same distance from either end. Latch cutout is centered in latch jamb. Jambs can consequently be used on either side of frame. Being reversible and coming in three pieces makes ordering easy and reduces to a minimum storage space required.

Check These Features

- Low in cost—sturdy in construction
- Made of best quality 18-gauge steel
- Available for interior and exterior openings
- Frames are neat appearing, stable, durable
- Rolled sections insure accurate dimensions and perfect fit when assembled
- Hinges welded to jambs in manufacture
- Jamb members are equipped with clips for nailing to studs or strap anchors for masonry walls
- Frames eliminate need of casings
- Red oxide primer coat baked on at factory
- Sizes: Width—1'6" and up in 2" multiples
  Height—6'6"; 6'8"; 7'0"



EASY TO ASSEMBLE

Frames readily assembled on job. Just insert metal tongues of jambs into mortises in head member and bend sufficiently for firm, square connection.

MAIL COUPON NOW
for full information about Richmond Steel Frames

THE RICHMOND FIREPROOF DOOR COMPANY, DEPT. 4
P. O. BOX 97, FRIENDS STATION
RICHMOND, INDIANA

PLEASE SEND ME booklet giving full information about Richmond Steel Frames.

NAME _____

BUSINESS ADDRESS _____

CITY _____ ZONE _____ STATE _____

POSITION _____ TYPE OF BUSINESS _____

THE **Richmond** FIREPROOF DOOR CO.

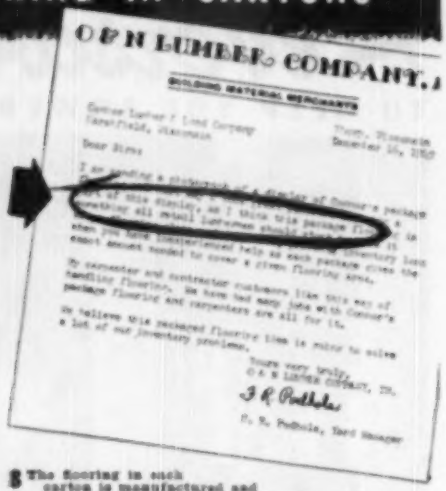
Eyegard

P. O. Box 97, Friends Station Richmond, Indiana

CONNOR "LAYTITE" FLOORING IN CARTONS

(for Regular Lengths in Bundles)

"something all retail lumbermen should stock"


O & N LUMBER COMPANY

BUILDING MATERIAL MERCHANTS

Connor Lumber & Land Company
Marshfield, Wisconsin

Thief, Minnesota
December 16, 1949

Dear Sirs:

I am sending a statement of a display of Connor's package flooring. As I think this package flooring is something all retail lumbermen should stock, it is when you have substantial bets on each package since the exact amount needed to cover a given flooring area.

My carpenter and contractor customers like this ease of handling flooring. We have had many jobs with Connor's package flooring and carpenters are all for it.

We believe this packaged flooring line is minor to solve a lot of our inventory problems.

Yours very truly,
O & N LUMBER COMPANY, INC.
J. R. Podbielski
J. R. Podbielski, Yard Manager

1 Carton has new retail sales appeal
2 Carton keeps flooring clean and dry
3 Carton keeps moisture content more uniform
4 Carton makes inventory easy—contents clearly marked for grade and scale
5 Carton gives buyers exact cost of 10 sq. ft.
6 Carton saves time in laying mixed lengths without breaking several bundles
7 Carton saves you money in reducing handling costs
8 The flooring in each carton is manufactured and graded under MFMA specifications

The CONNOR LUMBER AND LAND CO. Sales Office Marshfield, Wisconsin

P.O. Box 112-M Telephone No. 3 or 418 Teletype—Marshfield No. 26

Catalogs

(Continued from page 130)

Co., 2500 South Third St., Louisville 1, Ky. Available to engineers, architects, designers and others requesting them on company letterhead.

729—COMPLETE LINE OF FANS—A new Emerson-Electric 60th Anniversary Fan catalog, illustrating in color and describing in detail their complete line of fans for 1950, is offered by the Emerson Electric Manufacturing Co., St. Louis 21, Mo. The colorful 32-page catalog gives design and construction specifications with complete performance data on various types of fans, air circulators, kitchen ventilators, exhaust, attic and window fans.

730—SYSTEM OF BASIC STORAGE COMPONENTS—A catalog offered by The Herman Miller Furniture Co., Zeeland, Mich., gives complete specifications as to size and finish of component parts of its furniture line. Contains specifications and related data on drawers, shelves, panel doors, drop leaves, and radio set compartments which may be purchased for such occasions when built-in furniture is preferred.

731—"WHERE TO BUY"—is the title of a new and fully revised membership directory issued by the West Coast Lumbermen's Association, 1410 S. W. Morrison St., Portland 5, Ore. Detailed information is given on sawmills, re-manufacturing plants, timber fabricators, a wood pipe and tank manufacturer, and wood treating plants in the Douglas fir region of Washington, Oregon and Northern California.

732—PRESSURE TREATED LUMBER—A four-page catalog issued by the American Lumber & Treating Co., 332 S. Michigan Ave., Chicago 4, Ill., tells where and how to use Wolmanized pressure-treated lumber. Decay, termites, and the vacuum-pressure treatment are also illustrated and described.

733—FORK TRUCKS AND TRACTORS—A new general catalog covering the full Clark line of fork-lift trucks and towing tractors is offered by Clark's Industrial Truck Division, Clark Equipment Co., Battle Creek, Mich. Pertinent facts necessary to a preliminary consideration of materials handling machines are easily and quickly available. Data is arranged to make comparisons between various models as simple as possible.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department (April, 1950)
American Builder,
79 W. Monroe St., Chicago 3, Ill.

Please send me additional information on the following product items, or the catalogs, listed in this department:

Numbers _____

Name _____

Street _____

City _____ State _____

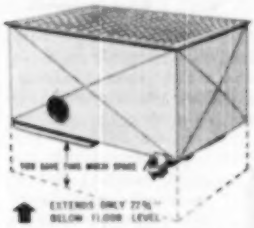
OCCUPATION* _____

*Please note that occupation must be stated if full service is to be given.

Automatic low-cost heat that helps sell low-cost homes

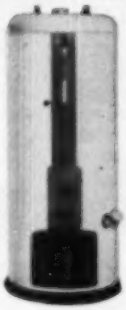
Coleman Floor Furnace

Here's the way to keep construction costs low and yet be sure of the best in heating equipment. The Coleman Floor Furnace is the modern heating unit designed especially for low-cost homes. It needs no basement, no air ducts, no expensive plumbing. Installation is quick, simple and low-cost. Coleman engineering reputation backs these heaters, insures user satisfaction. . . . The Coleman Company, Inc., Wichita 1, Kansas.



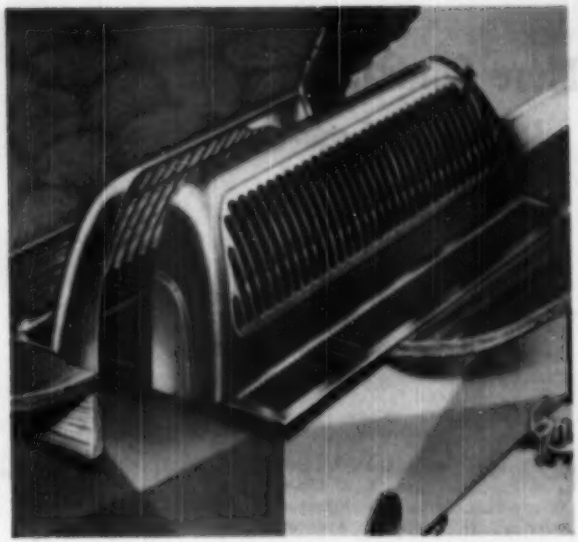
Coleman's Space-saving Shalloflow for Gas and LP-gas

Fits in floor, extends only 22¾" below and is floodproof to 19" below. It's a small-size furnace with big-furnace heat production.

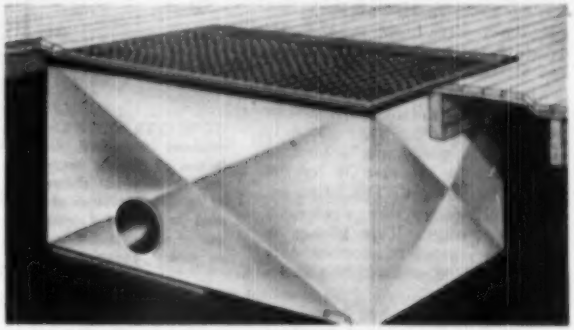


Coleman's High-performance Water Heaters

Fully automatic. Gas, Oil and LP-gas models. Fully insulated and rust-resisting. 20- to 45-gallon capacities with fast recovery rate. Beautifully finished, incorporating the latest Coleman advancements for fast, low-cost hot-water service.



DUAL WALL model sets beneath wall to heat two rooms, uses no living space.



FLAT REGISTER model makes and moves heat through three to five rooms.

Available for Gas, Oil, LP-gas. Coleman Floor Furnaces are made for all these fuels. Not an adaptation but a complete engineering job throughout for each. Coleman Floor Furnaces meet building code requirements and FHA specifications. Finest automatic heating. In sizes from 25,000 to 70,000 per hour BTU. Models for flat register and dual wall installations. The Coleman name helps sell Coleman equipped houses. Use coupon to request catalog of all models with specifications.

Comfort costs so little with a Coleman

World's largest manufacturer of home heating equipment

The Coleman Company, Inc., Dept. AB-750, Wichita 1, Kansas

Please send information on:

☐ **Coleman Floor Furnaces** **State whether**

☐ **Coleman Water Heaters** ☐ **Gas** ☐ **Oil** ☐ **LP-gas**

Name_____

Street_____

City_____ Zone_____ State_____

More Contractors Join Ranks of Low-Cost Home Builders

Asbahr brothers of Oregon leave larger apartment projects to help supply homes for nation's low income families

CARL and Ted Asbahr, builders of Portland, Ore., have joined the growing ranks of contractors interested in supplying low-cost houses. Although until recently these brothers were chiefly concerned with apartment construction, they have now a 110-house development underway in a suburban Portland area.

These houses will be sold for $8450, including loan costs. Down payments will be approximately $1200. Lots, which are located on paved streets, measure 50 by 100 and 60 by 90 feet. The price includes driveways and a one-car attached garage. This garage is built large enough to accommodate a utility area in which is installed a laundry tray.

Since these units are basementless, heating is provided by floor furnaces. Some of the houses are equipped with forced air heaters with registers installed high in the walls.

CONSIDERATIONS of economy governed selection of Asbahr brothers' basic plan, shown at right, but exterior appeal is promoted with use of set-backs. Siding on house above is fir

Fir siding or shingles are used predominantly for exterior covering. Dry wall construction is used throughout all interiors. Sheetrock, product of the United States Gypsum Company, is painted or papered for interior finishes. Floors are all hardwood except in kitchens and baths which have linoleum. Venetian blinds are also standard equipment. Counter surfaces of the kitchen cabinets are linoleum, too.

In general, the Asbahr brothers follow conventional construction methods, although they do depend on the extensive use of power equipment on the job site.

MACHINE GROOVED shingles cover exterior of this Asbahr home. Floor plan of this unit has been slightly altered to give variety to the development. Upward-acting door is installed in the garage

We *Dare* you to make this test!

Want to sell those houses of yours faster—at better prices?
Of course you do . . . and you can—if you'll take this dare!

Test WRIGHT RUBBER TILE vs. Ordinary Floors

On the next two similar houses you build, make this test. Install ordinary floors in one of them. In the other, install floors of WRIGHT RUBBER TILE . . . in kitchen, living room, hallways and bath.

Then observe the *different* reactions you get when you show these two houses to prospects. Listen to the enthusiastic comments they'll make about the house with floors of WRIGHT RUBBER TILE!

You'll find them genuinely interested when you point out these exclusive, *proven* advantages of America's finest floor covering:

LONG WEAR: Floors of WRIGHT RUBBER TILE which have been in constant service for more than 28 years still look like new.

QUIET, COMFORTABLE, SAFE: The cushioning resiliency of WRIGHT RUBBER TILE reduces noise, makes the floor less fatiguing underfoot, gives extra non-slip safety.

RESISTS DAMAGE: Burning cigarettes leave no mark on WRIGHT RUBBER TILE. Its dense, non-porous surface resists oil, grease, alcohol, ink—even chemicals and dyes.

EASY TO CLEAN: There are no pores in the dense surface of WRIGHT RUBBER TILE to catch dirt and grit. Occasional mopping with clear water keeps it spotlessly clean.

You'll find the extra value offered by WRIGHT RUBBER TILE an important factor in helping you sell your house.

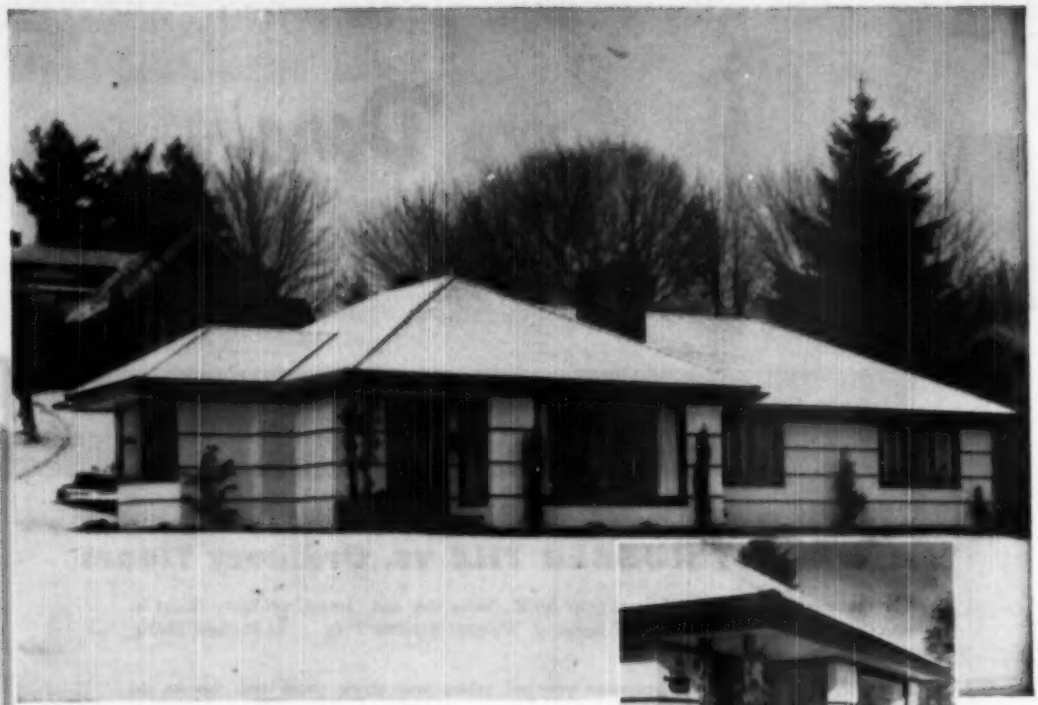
When you make a comparison test, you will prove to your own satisfaction and profit that floors of WRIGHT RUBBER TILE mean quicker, easier, and more profitable sales for you!

WRIGHT MANUFACTURING CO. • 5202 Post Oak Road • Houston 5, Texas

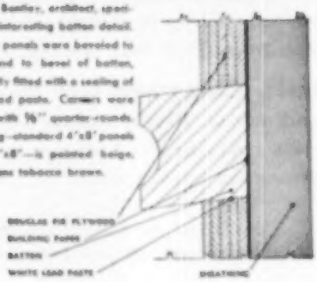
WRIGHT RUBBER TILE

FLOORS OF DISTINCTION

- **WRIGHTEX—Soft Rubber Tile**
- **WRIGHTFLOR—Hard Surface Rubber Tile**
- **WRIGHT-ON-TOP Compression Cove Base**



Percy D. Bentley, architect, specified this interesting batten detail. Plywood panels were beveled to correspond to bevel of batten, and tightly fitted with a sealing of white lead paste. Corners were formed with 5/8" quarter-rounds. The siding—standard 4'x8' panels cut to 2'x8'—is painted beige, the battens tobacco brown.



Siding Application Costs

Slashed 1/3

With Plywood

You *can* cut costs with Douglas fir plywood siding—and at no sacrifice of quality. Builder H. J. Cox of Eugene, Oregon, sided this attractive home with durable PlyShield and saved *one-third* on application time. The big, rugged panels of plywood go up faster, handle easier. And they do a better job! Builder Cox says: ". . . after four years, in an area marked by heavy rain, there is not a blemish of any kind. The plywood siding looks as good as the day the house was finished." Contractors all over the country find this true: plywood siding saves their time, produces an attractive, appealing finished job, assures customer satisfaction.

Douglas Fir Plywood

AMERICA'S

AMERICAN BUILDER

EXTERIOR-TYPE
Douglas Fir Plywood
PLYSHIELD
GRADE A-C
DFPA INSPECTED
EXT-DFPA

PlyShield is the siding grade of Douglas Fir Plywood

PlyShield makes available an entirely new architectural treatment for exteriors of homes, garages, vacation cottages, stores and commercial structures. It is completely waterproof, strong, durable, and presents a smooth surface for painting. Applied horizontally or vertically, PlyShield presents a stimulating, modern exterior never before possible.

Soffits—a perfect example of why PlyShield is preferred for broad, flat surfaces.

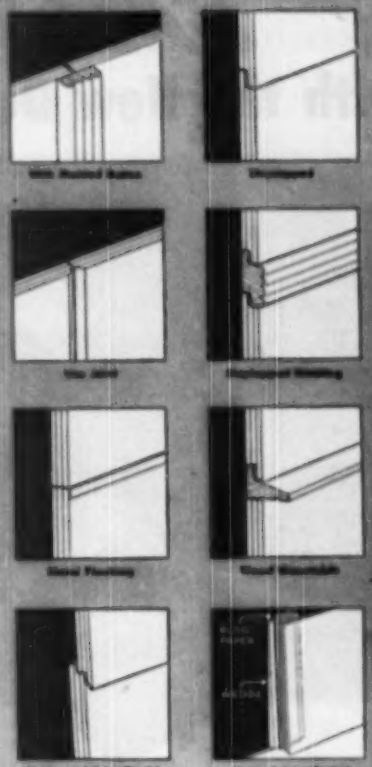
A complement to other building materials, too—as gable ends, detail trim, ceilings.

For modern fencing—strong, lasting PlyShield takes second to no other building material.

Large, Light, Strong Real Wood Panels

For additional data, see the 1950 Basic Plywood Catalog. Write the Douglas Fir Plywood Association office nearest you: Tacoma Bldg., Tacoma 2, Wash.; 848 Daily News Bldg., Chicago 6; 1232 Shoreham Bldg., Washington 5, D. C.; 500 Fifth Ave., New York City 18.

Siding Joint Details



Horizontal Joint Double Shiplapped—Vertical Joint, Shiplapped

Vertical Joint Butted Horizontal Joint Lapped

There are several simple and attractive alternates for handling joints between the panels. Suggested treatments for both horizontal and vertical styles are shown above. All edges of plywood siding—no matter whether butted, veed, covered or exposed—should be sealed in a thick lead and oil paste or other suitable compound. This is knifed on as panels are installed. If plywood is installed as lapped siding, the lap should be at least 2" with paste at lap. The vertical butt joint used as lap siding may be protected by a strip of asphalt-impregnated building paper tucked behind joint; this will act as flashing. Also, horizontal edges should be beveled slightly so water drips from outside edge.

Roddiscraft Now Brings You

SALES ON SIGHT

with the New Door and Plywood Selector

A Hundred Beautiful, Full Color Combinations of Doors and Wall Treatments To Make Your Selling Job Easy

Show 'em and sell 'em with the Roddiscraft Door Selector. Doors and plywood practically sell themselves when your customer sees the beautiful color and wood combinations exactly as they'll look on the finished job.

Ten different doors and ten different wall treatments are reproduced on thick enamel stock, convenient to carry, easy to use. You'll find "sight-satisfied" customers easier to sell when they can see for themselves.

Now you'll be able to show your customers a new look, a future look, at what they are buying. Here's a big chance to use proven "demonstration selling" in the door and plywood field.

This great sales aid was developed by Roddiscraft with the aid of a well-known architect to help you in door and plywood selling. Write today for the Roddiscraft Door Selector, using your firm letterhead. The first one is free — additional sets, 15¢ each.

NATIONWIDE Roddiscraft WAREHOUSE SERVICE

Cambridge 39, Mass. . . 229 Vassar St.
Charlotte, N. C. . . . . 123 E. 27th St.
Chicago 32, Ill. . . . . 3865 W. 41st St.
Cincinnati 2, Ohio . . . 437 E. Sixth St.
Dallas 10, Texas . . . . 2800 Medill St.
Detroit 14, Mich. . . 11051 E. Jefferson St.
Houston 10, Texas . . . 2425 Sabine St.
Kansas City 3, Kan. 35-33 Southwest Blvd.
L. I. City, N. Y. Review & Greenpoint Ave.
San Francisco 24, Cal. 345 Williams Ave.
Los Angeles 11, Calif. . 2060 E. 56th St.
Louisville 10, Ky. . . 1201-5 S. 15th St.
Marshfield, Wis. . . . 113 S. Palmetto St.
Milwaukee 8, Wis. . 4601 W. State St.
New York 55, N. Y. . . 920 E. 149th St.
Port Newark 5, N. J. . . . 103 Marsh St.
Philadelphia, Pa. . Pier 5 N. Delaware Ave.
St. Louis, Mo. . . . . 4453 Duncan Ave.
San Antonio, Texas . . 727 N. Cherry St.

Roddiscraft

RODDIS PLYWOOD CORPORATION

MARSHFIELD, WISCONSIN

HOMESTEAD apartments, typical of Chicago's good building

A Case for Chicagoland

By Martin C. Huggett

Executive Vice-President
Chicago Metropolitan Home Builders Association

RETURNING from sojourns in the sunshine climates of California and Florida as the writer has done for the past two years in the late fall, the first thought is one of regret at leaving the element surroundings of those areas and resuming the struggle against the rigors of a Northern climate. However, reflection and a look around renews emphasis on unappreciated assets possessed by all residents of Chicago and its environs that exist nowhere else in the entire country.

The Hub of North America

Located at the hub of America's and Canada's commercial, manufacturing and agricultural activities, served by some 26 railroad systems that branch out like spokes in a wheel, strategically resting at the end of the world's second largest fresh water lake, providing the basis of commerce to the entire world and insuring a never failing supply of cold, pure fresh water for industry and for domestic consumption, Chicagoland looks into the future with the prospect of rapidly becoming one of the greatest regions in the world in point of industry, as well as comfortable, enjoyable and secure living.

Diversity the True Strength

The true strength of Chicagoland, as described by the local Federal Reserve Bank, lies in its *unparalleled diversity* rather than pre-eminence in a single kind of manufacture, trade or service. The Bank describes Chicagoland as being the six county area comprising Cook, DuPage, Kane, Lake and Will in Illinois and Lake County, Indiana. But beyond these limits lies a vast hinterland so rich in grains and growing products as to be known as the "bread basket of the nation," so replete with animal husbandry as to be regarded as the world's greatest region for meats and dairy products.

Recreation A-plenty

More than two hundred golf clubs within easy reach of Chicagoans and suburbanites serve their desire for recreation and are equipped by highways and boulevards that are the envy of the nation. Where else in the world can one travel with less than four stops through the center of a great city on water front boulevards; for more than twenty miles at 40 to 50 miles per hour through nothing but parks and recreation areas. Streams and lakes within easy distance are brimming with fish. Illinois rivers and backwaters are famous as stop-overs for migratory game birds and intrigue the wily huntsmen. Five major tracks thrill the lovers of horse racing and sports of every nature—

(*Continued on page* 142)

Contractors!

This is Profitable Business For You!

Resurface Worn, Dangerous Floors Quickly ½" With

Tufcrete REG. U.S. PAT. OFF. **Resurfacer**

At Savings Up to 50%

Ideal for warehouse floors, loading docks, walks, platforms—easily installed over wood, concrete or composition floors—cost-wears either. No tools to buy. No heating. Normal curing time 36 hours.

Customers often ask name of Contractor who will install *Resurfacer* and other Tufcrete products. If you can use more business, mail coupon for detailed information and prices.

TUFCRETE *Company, Inc.*
953 Touchout Bldg., Des Moines 9, Iowa

ATTACH TO YOUR LETTERHEAD AND MAIL

Please send complete information about your *Resurfacer* proposition to Contractors.

Firm _____

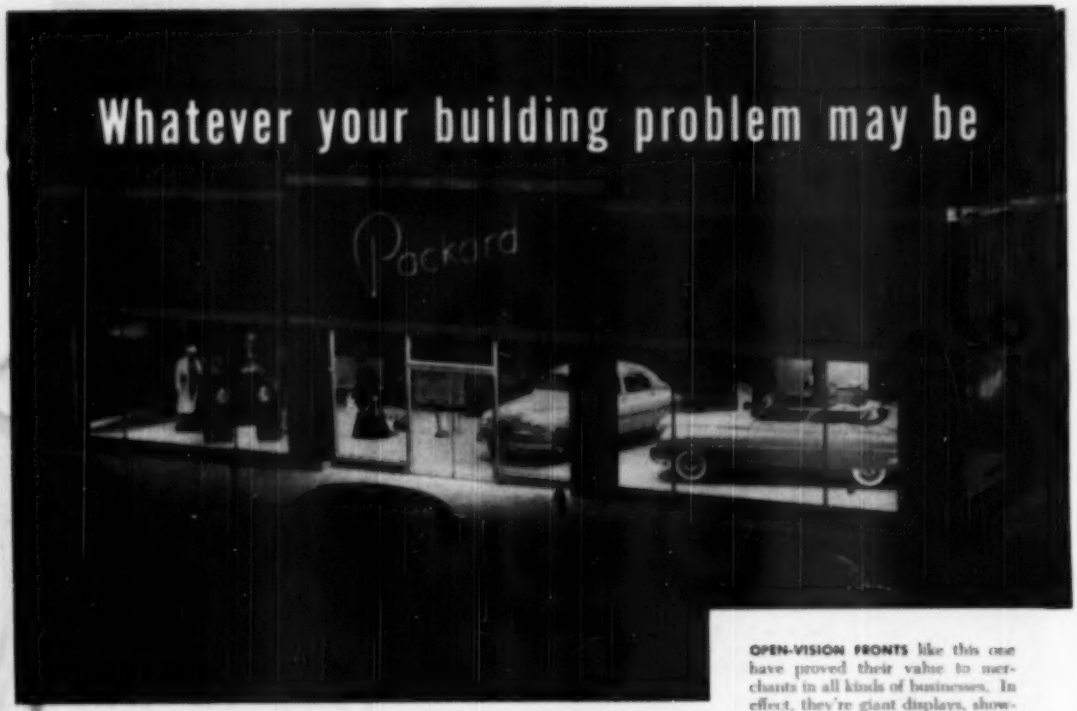
Business _____

Address _____

City _____ Zone ____ State _____

S

Whatever your building problem may be



OPEN-VISION FRONTS like this one have proved their value to merchants in all kinds of businesses. In effect, they're giant displays, showing off the merchandise to its fullest advantage. That attracts more customers, widens dealer's trading area, increases his sales and profits. You'll find that Pittsburgh Glass Products and Pittco Store Front Metal have an enviable reputation in the store modernization field. So, when you're selling store jobs, mention that you're using Pittsburgh Products. Your selling job will be easier. Architect: Maurer & Maurer, South Bend, Indiana.

TO TAKE ADVANTAGE of a view, or just for more light and that modern look, Twindow, Pittsburgh's window with built-in insulation, is just the thing. In locations where insulation is not a factor, Pittsburgh Polished Plate Glass will make an ideal picture window. Architect: Seymour Joseph, New York.

Made up of two or more panes of Pittsburgh Polished Plate Glass, Twindow, with its protective, stainless steel channel, offers effective insulation, minimizes downdrafts, cuts heat losses through windows, reduces condensation. Forty-five standard picture window sizes are available and are adaptable for either wood or steel sash. Installation is simple.

Glass can help you!

THIS "PACKAGED" DOORWAY has everything! Think of all the time and labor you can save with the new Pittsburgh Doorway. Calculations? Setting and fitting? You don't have to bother with them. No drilling of holes in frame, nothing to assemble, either. It's complete, including the famous Pittco Checking Floor Hinge—a marvel of engineering. All you do is bolt the frame into the building opening and hang the sturdy, massive Herculite Doors. Twelve standard designs to fill almost any need.

LOOKS GOOD, AND LASTS! In bathroom or kitchen, walls or wainscots of beautiful, permanent Carrara Structural Glass add color and glamour. Home owners want these things these days. And they want the other advantages of Carrara, too: Its easy cleaning, non-absorption of odors, imperviousness to water, moisture, chemicals, pencil marks. Ten attractive colors to choose from. Combined with sparkling Pittsburgh Mirrors, with their true reflections, as shown here, you can build a room of great appeal and charm. Architect: Henry W. Johanson, Roslyn, N. Y.

BUILD IT BETTER WITH—
Pittsburgh Glass

See the complete listing and descriptions of Pittsburgh Plate Glass Company products in Sweet's Catalog Files.

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

To keep WALLS DRY Your Best Bet's BONDEX

(CEMENT PAINT)

FOR EXTERIOR DECORATION

FOR BASEMENT BEAUTY

BONDEX colors, seals out moisture, and preserves — all in ONE treatment. That's why BONDEX-painted homes sell better. People everywhere know this quality cement paint! BONDEX protects masonry and other surfaces against weather, adds years to the life of any structure. BONDEX beautifies in 12 popular colors and white. You'll be proud of your BONDEX jobs . . . and your clients will be proud, too. When you specify BONDEX — it's accepted as the best!

BONDEX-PRIMER

Conditions Masonry for BONDEX

On some surfaces (very dense and previously painted masonry walls) an application of BONDEX-PRIMER is necessary before using BONDEX. BONDEX-PRIMER is a specially formulated priming coat for masonry walls. It adheres easily to painted or unpainted surfaces and forms a perfect foundation for BONDEX Cement Paint. Easy to mix and apply.

THE REARDON COMPANY: St. Louis 6, Chicago 9, Los Angeles 21, Bayonne, N. J., Montreal

A Case for Chicagoland . . .

(*Continued from page 139*)

football, baseball, boxing, polo, hockey, riding and boating—claim first page prominence.

CUSTOM-built homes add beauty to Chicago's suburbs

Chicagoland in Summer a Delight

In Chicago alone during the summer months bathing beaches accommodate as high as a half million people on a single Sunday. And that is only a look-in at the portal of the greatest resort region in the nation comprising both shores of Lake Michigan and the wilderness of lakes and rivers in the interiors of Northern Illinois, Michigan, Wisconsin, Minnesota and adjoining Canada.

Backed by three of the nation's great Universities — Northwestern, Chicago, and many departments of the University of Illinois—Chicago stands out as the world's greatest center for medical study and therapy. While libraries, the Art Institute, the Planetarium, the Aquarium, and two immense museums provide a visual education in all branches of art, science and industry.

ATTRACTIVE subdivisions make Chicago the land of homes

Population and Industry

The Federal Reserve Bank depicts Chicagoland as an area with a population of more than five million, with factories that are making products valued on an annual basis at $12 billion, or seven per cent of the nation's total. More than 2½ million people are employed, earning before tax deduction $10 billion, 300 million annually and spending $8 billion in the area.

A Case for Chicagoland . . .

Area's Needs to Keep Pace

To accommodate a substantially growing area the Bank states that there must be provided adequate housing facilities, modernized local transportation, more effective government operations and relations, and public improvement suited to future needs.

Manufacturing Abounds

There are about 12,000 manufacturing plants, 88 per cent of which employ less than 100 persons; 9.7 per cent employ under 500 and over 100; and 2.3 employ the balance and account for 48 per cent of the total employment. Of the 12,000 plants, approximately 600 have moved into the area within the last five years, according to Commonwealth Edison Company's computations.

CHICAGO'S home seekers like traditional style

Home Builders Doing Their Part

Responding to such needs, the home builders of the Chicagoland area during 1949, pushed housing starts to 27,700 by adding 6,404 more units to their 1948 total. That production is being continued at this high level is best exemplified by the home building record of January, 1950 which shows 2,500 starts as against 900 in January, 1949. This at a time when Chicago is already ahead of the national average of increase.

It should be a matter of great satisfaction to home builders that the Chicagoland area is one whose economy and welfare can be so little affected by strikes, lock-outs, shutdowns and other industrial disturbances in any large national industry, and where the panic of the early 30's affected the employment of only 5 per cent of the population. They should glean satisfaction also from the fact that Chicago's great basis of prosperity, in good times and bad, is its vast supporting area of land producing food and other agricultural products. A home builder in Chicagoland is erecting his business on a firm and enduring foundation.

NOW! For Building and Remodeling!

DRAMEX INTERIOR FINISH

NEW WALLS IN ONE EASY COAT

DRAMEX COLORS LIKE PAINT . . . gives beautiful new wall surfaces in ONE easy coat. No sizing required. Comes in 8 popular shades and white—all blush-proof! Many decorative finishes possible.

RESURFACES LIKE PLASTER as fast as you can brush it on. DRAMEX fills cracks, nail holes and breaks in plaster . . . hides taped seams and blemishes in wallboard.

IDEAL FOR "DRY WALL" CONSTRUCTION.
PERFECT FOR REDECORATING BLEMISHED WALLS.

BRUSH ON NEW WALLS WITH DRAMEX

- FASTER! One easy coat dries in 4 hours.
- EASIER! Simply mix with water and apply.
- CHEAPER! Three 5-lb. packages can do walls of an average room (10' x 10').
- BETTER! Colors like paint, resurfaces like plaster.

*Cost of DRAMEX slightly higher in the West and Southwest.

THE REARDON COMPANY: St. Louis 6
Chicago 9 • Los Angeles 21 • Bayonne, N. J. • Montreal 1

Dress up the bathroom ...with a Fiat

GLASS SHOWER DOOR

Dolphin door installed on Fiat Cedar built-in shower cabinet.

A Fiat glass door on the shower adds so much to the attractiveness of the bathroom that its modest cost can be one of the best investments a builder can make to add sales value to a house. Perhaps at no other place in a house can so little cost mean so much in desirability.

"What a beautiful glass shower!" is an expression often made by women when they first see a shower equipped with a Fiat door. And the practical advantage of a door equipped shower will please the man.

The Fiat Dolphin shower door is constructed of extruded solid brass, heavily chromium plated with continuous piano hinge forming a smooth-working, rigid door. Double friction bullet catches, offset handles, and water channel to prevent dripping on floor are features that mark the Dolphin as the finest in shower bath doors.

The Zephyr is a medium priced door, styled same as the Dolphin but made of extruded aluminum with satin aluminum finish. Standard size of both the Dolphin and Zephyr shower doors is 72" high for opening 24" wide.

The Neptune is the lowest priced Fiat glass door. Made of one piece heavy extruded aluminum with satin finish. Size 24" x 64" and is reversible for left or right hinging.

All Fiat doors are simple and easy to install on tile, marble, or structural glass showers and Fiat shower cabinets.

Use coupon for complete catalog of Fiat showers, doors and receptors.

Fiat shower doors have neat, modern styling combined with maximum strength.

FIAT METAL MANUFACTURING COMPANY

FIAT

THREE COMPLETE MANUFACTURING PLANTS
(Chicago area plant) Franklin Park, Ill.
Long Island City 1, New York — Los Angeles 33, California
In Canada: Fiat showers are made by Porcelain and Metals Products, Ltd., Orillia, Ontario

Please send catalog of Fiat Showers, Receptors and Doors.
Also builders bathroom floor sheet.

Name _____
Company _____
Street _____
City _____
Zone _____ State _____

Mail to Fiat Metal Mfg. Co., Franklin Park, Illinois

NEW PRODUCTS

(Continued from page 61)

HEAVYWEIGHT TRUCK — **AB45012**

Y and YA Dodge model trucks have a nominal rating of four tons, a gross combination weight of 50,000 pounds, and gross vehicle weight of 28,000—an increase of 5,000 pounds over the 23,000-pound maximum GVW formerly offered by Dodge. New engine develops 330 pound-feet gross torque. Six-cylinder engine delivers 154 gross horsepower, has compression ratio of 6.5 to 1, and displacement of 377 cubic inches. Wheelbases, 130, 142, 154, 172 and 190 inches. Dodge Division, Chrysler Corp., Detroit 31, Mich.

SAFETY SWITCH — **AB45005**

New 30 ampere front-operated toggle, plug fuse safety switches are now available with or without dead front plate. Easily removable laminated arc shields, snap action full-floating contacts, solderless pressure wire connectors on line side, and all-visible, readily accessible parts. Ample wiring room is provided and heavy gauge steel boxes have sufficient knockouts for any wiring requirement. Cat. No. 633 NP, illustrated, has three poles, a solid neutral and two plug fuse receptacles. General Switch Corp., Brooklyn 11, N.Y.

VENTILATORS — **AB45024**

Damp Vents are designed to allow exchange of moisture through walls in a house without creating free-air circulation or heat loss. Built-in rain blocks and insect screens for protection from wind-driven rain and insects. To install, a 3/4-inch hole is drilled through siding, 2 inches above inside floor level, and Damp Vent is inserted. About 50 are required for the average 4-room house. Relieves paint peeling, damp walls, discoloring wall paper, wood rot, deterioration of insulation. Damp-Vent Co., P. O. Box 203, Bettendorf, Iowa.

(Continued on page 146)

NOW.. STANDARD CASEMENTS

(WITHOUT MUNTINS)

FOR THERMOPANE GLAZING

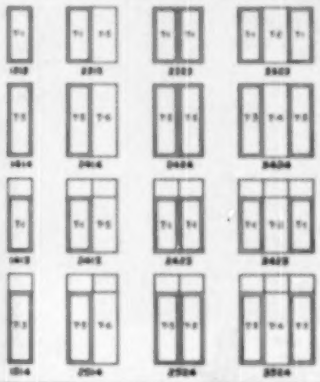
To meet the growing use of *Thermopane*® insulating glass in windows throughout the house, several steel casement manufacturers are now producing standard units with sections of proper width and depth to assure a good installation.

This simplifies the insulation of casement windows and makes it economical to use *Thermopane* units in them. It answers the problem of how to insulate casements used to flank *Thermopane* picture windows. Home owners can enjoy the benefits of double glazing without the bother of storm sash.

The diagrams below show standard casement windows in wood and steel designed specifically for *Thermopane* glazing. The *Thermopane* units can be obtained in 1/8" Polished Plate Glass or DSA Window Glass, with 1/4" air space. For full information, see your Libbey-Owens-Ford Glass Distributor, or write us.

®

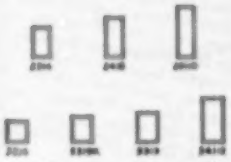
Residential Steel Casements for *Thermopane* Glazing



Thermopane Standard Sizes for Steel Casements

T-1 15 13/16 x 35 5/16
T-2 15 13/16 x 36 11/16
T-3 15 13/16 x 47 11/16
T-4 15 13/16 x 49 7/16
T-5 17 3/16 x 36 11/16
T-6 17 3/16 x 49 7/16

Pella Standard Wood Casements for *Thermopane* Glazing

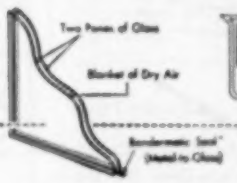


These sash units may be used in multiples and as flanking casements.

Thermopane Standard Sizes for Pella Casements

20" x 36"
20" x 48"
20" x 60"
24" x 24"
24" x 32"
24" x 36"
24" x 48"

FOR BETTER VISION SPECIFY THERMOPANE MADE WITH POLISHED PLATE GLASS



Thermopane

MADE ONLY BY LIBBEY-OWENS-FORD GLASS COMPANY
3545 Nicholas Building, Toledo 3, Ohio

You're out ahead when you're behind a Stanley Safety Saw

When you press the trigger of a Stanley Safety Saw, you're out ahead of schedule . . . in front of your best promise. Makes a good man still better. An exclusive Stanley feature, the duplex handle with 2 independently operating trigger switches, makes the Safety Saw easy to operate in any position — up, down, left or right. Depth of cut adjusted by one wing nut. Easily adjusted to make bevel cuts up to 45°. Weight saving, sturdy heat treated aluminum alloy base, heavy duty gears, automatic lubrication, sealed ball bearings on motor and arbor. Safety guard on guard at all times. AC or DC.

Stanley W7 Safety Saw . . . capacity 0° to 2½", other models up to 3⅛".

STANLEY

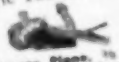
Reg. U.S. Pat. Off.

This trade mark on electric tools tells you the most important thing you want to know about tools

When you buy an electric tool you have to take somebody's word about gears, motor, bearings, shaft, switches, power, etc. Whose word about tools could be more reliable than the word of "Stanley" . . . tool makers for over 100 years. On electric tools the name, Stanley, means that the tools are quality built, thoroughly tested and honestly rated. Covered by a generous guarantee and serviced by a network of Stanley Service Stations. See your industrial distributor or write for complete catalog. Stanley Electric Tools, 492 Myrtle St., New Britain, Conn.

STANLEY

Hardware • Tools
Electric Tools
Steel Sweeping • Steel



J4A Power Plane, ½ h.p., 18,000 r.p.m., will plane any width edge up to 2½", straight or bevel cuts up to 45°. Spiral cutter leaves smooth, waveless surface even against grain. Grinds own cutter. Bracket converts J4A to bench jointer.

H8A Hinge Butt Router, ½ h.p., 18,000 r.p.m., cuts recess 6 times faster than by hand, perfectly uniform, flat foundations for butts. Adjustable for hinge thickness. Self-sharpens bits.

T-3 Door and Jamb Template

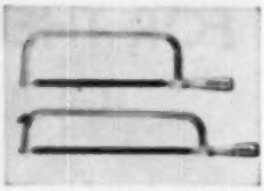
For use with hinge butt router. With this combination a man can mortise 75 doors and jambs a day. Every mortise letter-perfect: no recutting, shimming or driving hinges. Adjustable for any size door.

NEW PRODUCTS

(Continued from page 144)

HACKSAW FRAMES AB45034

"Mechanic" No. 512 and "Handyman" No. 510, rigid hacksaw frames, will accommodate 12 and 10 inch blades respectively. Both frames are light, well-balanced and



capable of withstanding high blade tension without warping, bending or bowing of frame or twisting of the blade. Designed to practically eliminate blade breakage. The "Mechanic" is convenient for use in cramped areas. Machine Rebuilding Co., 2742 Chene St., Detroit 7, Mich.

ALUMINUM DOOR CANOPY AB45030

"Lus-Air" all-aluminum door canopy comes "knocked down" in a shipping carton 48½x11½x2 inches. Assembly and installa-

tion can be made in less than 15 minutes according to the manufacturer. Assembled size of canopy is 48 inches wide, 32 inches deep, and 10 inches high. Furnished with green, red or blue roof, and white sides in baked enamel finish. Wolfe Products, Inc., Akron, Ohio.

INCANDESCENT REFLECTOR LAMP AB45029

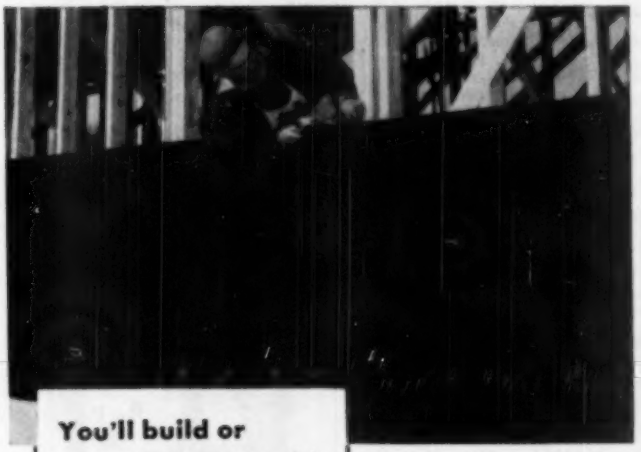
R-40, a 300-watt weatherproof incandescent reflector lamp, is suitable for outdoor lighting applications such as signs and billboards, general floodlighting or service

stations and factory yards, roadside stands, home sports areas and gardens. Lamp is enclosed in heat-resistant glass bulb which absorbs thermal shocks caused by rain, snow, insects, oil and other elements. Rated average life, 1,000 hours. Operates on 115, 120 and 125 volts. Sylvania Electric Products, Inc., 718 Main St., Towanda, Pa.

(Continued on page 148)

BUILD YOUR HOUSES 4 WAYS BETTER

with new, improved Gold Bond Gypsum Sheathing



You'll build or remodel better with Gold Bond

1 **PERMANENT FIRE PROTECTION** The gypsum center of Gold Bond Gypsum Sheathing is completely fireproof. *It can't burn!*

2 **GREATER STRUCTURAL STRENGTH** Rock-like panels of Gold Bond Gypsum Sheathing add greater structural strength to houses *by actual test!*

3 **ASPHALT-TREATED CORE** Combines with water-repellent surface for greater protection against moisture. (Stockpile it outside without fear of damage from the elements.)

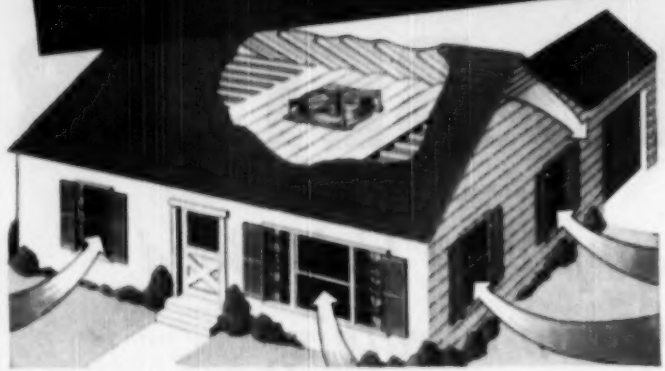
4 **WIND-TIGHT JOINTS** Tongue and groove edges insure snug fitting joints. No expansion or contraction to cause open gaps. No knot holes.

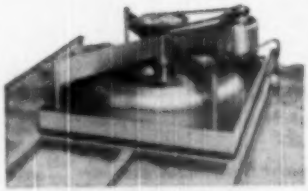
And best of all, Gold Bond Gypsum Sheathing helps you lick your high building costs! It costs about ⅓ less than ordinary sheathing, requires half as many nails, half as much installation time. It comes in standard 2 x 8′ panels. No random lengths, no lap loss. For use under any exterior finish including shingles. Use Gold Bond Gypsum Sheathing on all your houses from now on. It'll cut your costs and give your customers more house for their dollar!

NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.

Fireproof wallboard, decorative insulation boards, lath, plaster, lime, sheathing, wall paint, rock wool insulation, metal lath and sound control products.

HUNTER ATTIC FANS give your homes low-cost Climate Control





Quiet, powerful, compact

New automatic ceiling shutter

Easily installed—provides cool comfort for hot summer months

Hunter Package Attic Fan is a complete home-cooling system . . . low in initial cost, economical to operate and designed for fast, inexpensive installation. No other small investment gives home-owners so much summer comfort.

Easy to Install: Delivered on the job as a compact unit, complete with ceiling shutter and modern metal trim, the Package Fan is quickly installed in ceiling opening. No suction-box to build; no accessories needed. Requires only 17" attic clearance, fits any standard hallway.

Performance Guaranteed: Quiet, trouble-free operation is assured by Hunter's 64 years' experience in manufacturing fans, exclusively. Available in capacities from 4750 to 9500 CFM, with air delivery ratings certified. Fan guaranteed 5 years; motor and shutter, 1 year.

MAIL FOR COMPLETE DATA

Hunter Fan and Ventilating Company
381 South Front Street,
Memphis, Tenn.

Send copy of "How to Cool for Comfort" to:

Name .....

Address .....

City & State .....

Hunter *Package* Attic Fans

NEW PRODUCTS

(*Continued from page* 146)

DAMPER FOR CEILING DIFFUSER AB45020

Air Control Ceiling Diffuser dampers fit into air duct above ceiling diffuser and act as shut off to air stream, or regulate air

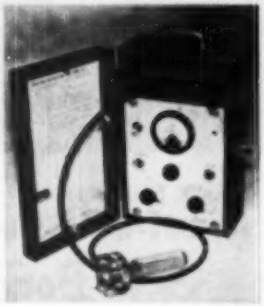
volume through ceiling diffuser. Damper is operated by a chain that drops through center of ceiling diffuser. In 8, 10, 12, 14, 18 and 22-inch sizes (openings), the dampers are inexpensive, easy to install, and simple to operate. Air Control Products, Inc., Coopersville, Mich.

NEW SIDING MATERIAL AB45028

Bird Master-Wall siding for new construction is a lamination of insulation boards. Quickly applied, no painting is necessary. Siding is applied directly to studs and furnishes re-enforcement, insulation, and an attractive outer sidewall appearance. Material consists of two ½-inch thicknesses of wood fibre insulating board offset in a manner which provides a strong horizontal lap and a double tongue and groove vertical joint. Impregnated with asphaltic compound and surfaced with asphaltic coating. Colored with mineral granules. Panels are 20⅛ inches wide and 43⅝ inches long by 1⅛ inches thick. Bird & Son, Inc., 47 Wilson St., East Walpole, Mass.

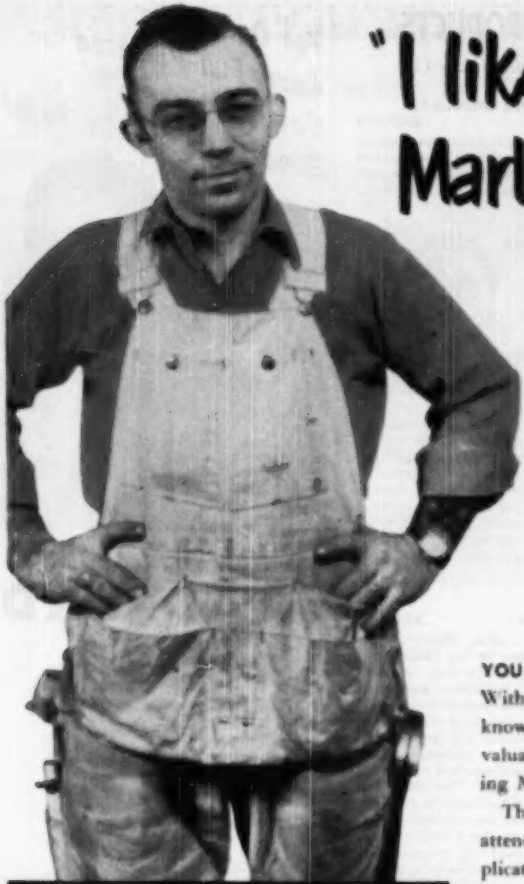
MOISTURE TESTING DEVICE AB45002

Model DC-2 for testing moisture content in lumber is in the medium price range, and employs micro-ammeter adjustment for accuracy. Utilizes micro-ammeter with dual ranges to test moisture content from



6 to 28 per cent. Employs "Megohm Bridge" and "null" principle. Easy-to-read calibration tables are supplied for added precision. Temperature correction tables are also furnished, permitting readings from 40 to 240 degrees. Weight, 5 pounds. Dimensions, 10x6x4 inches. Moisture Register Co., Alhambra, Calif.

(*Continued on page* 150)



"I like to work with Marlite...you will, too!"

—says John M. Kinzie, experienced Marlite applicator with Turner-Brooks, Inc., Detroit

"I've seen the new Marsh sound slide film—'INSTALL IT RIGHT . . . WITH MARLITE.' Afterwards, I received a copy of a valuable reference manual based on the same film. Believe me, both film and manual contain plenty of new ideas—even for an experienced applicator. Another thing . . . conditions for working with Marlite are far ahead of regular carpenter work. When a job is done it is a finished job—and you feel like you've really accomplished something."

YOU CAN SEE THIS FILM, TOO — "Install It Right . . . With Marlite" covers all important points of installation know-how. You'll find its complete installation training invaluable. *In addition,* you'll learn how one customer-pleasing Marlite Installation can lead to 10 more.

The instructive manual, supplied to each person who attends the film showing, outlines the correct Marlite application procedure for *every* kind of beautiful interior—in homes and all types of commercial installations.

WRITE FOR DETAILS — If you're interested in viewing this instructive new installation training film, simply write for details. Address: Dept. 403, MARSH WALL PRODUCTS, INC. Subsidiary of Masonite Corporation, Dover, Ohio.

Marlite

PLASTIC-FINISHED

WALL and CEILING PANELS

Easy to handle

Easy to cut and fit

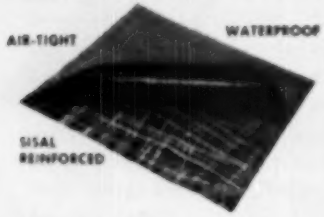
Easy to install

Two actual scenes from the new Marsh installation training film, "INSTALL IT RIGHT . . . WITH MARLITE"

HERE ARE 20 WAYS

TO BUILD WITH SISALKRAFT PRODUCTS

FOR QUALITY CONSTRUCTION AT LOW COST



USE SISALKRAFT

1—As Sheathing-Paper
2—As a Moisture-Vapor Barrier
3—For Flashing Door and Window Openings
4—Over Subfill, Under All Concrete Slabs
5—For Covering Concrete (Curing and Protection)
6—Under All Finished Flooring
7—As Protective Covering over all finished floors, stairways, trim, marble-work, etc.
8—For Frost Protection of concrete and masonry
9—As a Dry-Sheet under Stucco
10—As Weather-Protection "Tarps" over lumber, brick, cement, aggregate, masonry, etc.
11—As Protective "Tarps" over Machinery and Equipment
12—For Closing-in, Temporary Partitions, Construction Job Offices, etc.

USE SISALATION

13—As Combined Sidewall Insulation and Vapor-Barrier
14—As Ceiling Insulation
15—Under Floors
16—With SISALKRAFT, for Insulated Dry Walls
17—For Single-Wall Construction
18—For Lining Attics, Basements and "Unfinished" Rooms

USE COPPER ARMORED SISALKRAFT

19—As Concealed Flashing, Dampcourses, etc.
20—For Shower Stall Waterproofing, etc. and many other uses

WRITE FOR FREE SAMPLES AND COMPLETE INFORMATION

MAIL THIS COUPON TODAY

The SISALKRAFT Co., Dept. AB40
205 W. Wacker Drive, Chicago 6, Ill.
Please send free samples of Sisalkraft Products to

Name.....

Firm Name.....

Address.....

City & State.....

I am ☐ Contractor ☐ Dealer

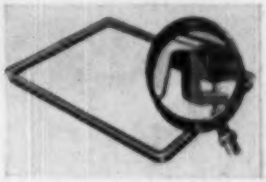
THE SISALKRAFT CO.
Chicago 6 · New York 17 · San Francisco 5

NEW PRODUCTS

(*Continued from page* 148)

STEEL CLAMP FOR MOULDING **AB45014**

Non-corrosive cadmium plated steel clamp is designed for Perm-O-Seal, the stainless steel preformed moulding used for installing Briggs Beautyware flat rim built-in fixtures for kitchen and bath. Adjustable for any counter top material from ¾ to 1⅛ inches. May be placed at any point on moulding including corners. Adjustment is made on counter top, eliminating danger of chipping sink during installation. Clamp was designed to provide speedier installation and a more positive holding action. Briggs Manufacturing Co., Detroit 11, Mich.



COUNTER DISPLAY **AB45018**

Self-demonstration counter display invites prospective customers to try Dramos at point-of-purchase in retail stores. It holds sample jars of mixed Dramos and small fiber panels on which customers are encouraged to try the new interior finish. In addition to jars for mixing and paddles for painting, it contains a complete color chart pockets for literature, and a 5-pound package of the product. The ability of Dramos to both cover and color in one coat is featured. The units are moisture-proof. Panels contained in display simulate blemished surfaces to show filling properties of the new interior paint. Available to selected retail outlets which handle a qualifying stock of Dramos in eight colors and white, the compact display measures about 2 feet square by 7 inches deep. The Reardon Co., St. Louis 6, Mo.

NEW TRUCK LINE **AB45018**

As well as a complete new line of trucks for 1950, Reo is announcing a new 292 cubic inch Gold Comet engine as a companion to the 331 cubic inch model introduced last July. New truck line includes

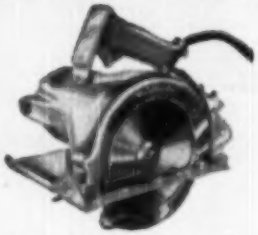
11 basic models, five tandem units and seven different power plants. The Gold Comet develops 124 gross horsepower at its governed speed of 3,300 rpm. It will power Reo's B-21 truck series. Front and improvements have been made in all models from the 19 through the 23 series. Sweeping, modern lines are introduced, retaining good accessibility features. Reo Motors, Inc., Lansing 20, Mich.

(*Continued on page* 152)

For Quick, Easy, Full-Powered Sawing—This 6" Bradford Can't be Beat!

New Model 160

BRADFORD



- Straight cut, 2" maximum; ¾" minimum
- Bevel cut at 45°, 1⅛" maximum; ⅜" minimum
- Net weight 10 lbs. 4 oz.

Here is a real heavy-duty 6" power saw! This new Bradford Model 160 is ruggedly constructed and fully powered to take on the *toughest* sawing jobs! It's light weight and finely balanced to give greater sawing accuracy with less effort. Powerful motor drives the blade at 5000 r.p.m. Arbor is mounted on sealed ball bearings. Constructed *by* craftsmen *for* craftsmen to give years of efficient service. Ask your dealer to demonstrate this precision power saw.

THE BRADFORD MACHINE TOOL COMPANY

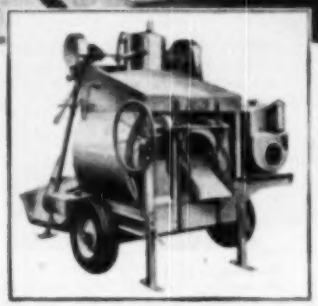
654 EVANS ST.
CINCINNATI, OHIO

You need today's tools to win today — get JAEGER!

You can beat today's higher wage costs—but not with obsolete, worn-out equipment. You've got to have efficient machines that get more production from the same man-hours—that help you win jobs and build them at a profit.

Mix 12 to 15 Extra Yards per day with Jaeger 3½-S Auto-Loader: Load Shaker-Hopper while previous batch mixes and discharges. Open the hopper gate, and new batch automatically shakes into mixing drum, fast and clean. Drum and mixing blade design assure fast discharge. Same rugged construction as larger Jaeger Mixers. Available with, or without, accurate metering water tank; gas or electric power.

And, There's a Jaeger 3½-S Tilter, with famous V-Bottom drum that doubles mixing action, gives fast, clean discharge. Tows behind lightest car or truck. Spots and starts mixing fast. Fastest half-bag tilter made.



Jaeger 6-S, 11-S and 16-S Mixers Pour More Yardage: Famous Skip Shaker loader shakes loads into drums fast without pounding, scraping or waiting. Jaeger Dual-Mix drum has quicker, clean discharge. Machined-steel drum tracks, Timken-bearing carwheel-type drum rollers, automotive transmissions, lifetime clutches. Gas or electric power. You get more concrete for daily wages paid. Catalog M-8 describes them all.

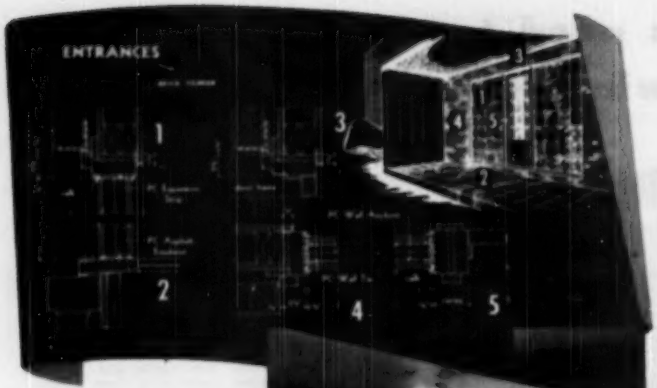
Jaeger Self-Raising Hoister-Tower Saves up to $50 a Day — with Cage or Concrete Bucket: Goes to your jobs on truck or transporter, assembles on the ground in 2 hours, then raises itself with 17-hp hoist. Lifts 1-ton loads to 61½'. Available with either material cage or 14 cu. ft. concrete bucket — interchangeable. Saves erecting time, waste and replacement of wooden materials and eliminates hodders. Get Bulletin HS-0.

Jaeger Plaster-Mortar Mixer Keeps Crews of 18 to 30 Men Stepping with better-mixed, higher strength material that handles easier and lays up faster. Saves waste. Takes a full sack of cement or plaster — up to 40 shovels of sand. Easy loading, fast tilt-type discharge. Sturdy, economical gasoline engine. Catalog PM-9 gives details.

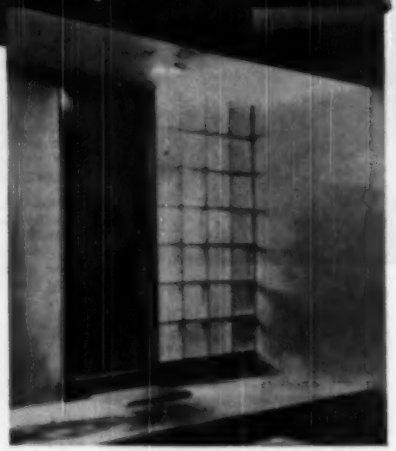
"Bantam" Aluminum Pump Weighs 60 Lbs., Pumps 5100 GPH: Primes without fail. Also made in semi-steel. Gas or electric. Other pumps from 7,000 to 240,000 gph. Write for Cat.P-10.

Jaeger "New Standard" Portable Compressors Do 30% to 40% More Work: Deliver more air — 75 ft. instead of 60, 125 ft. instead of 105 - keep tools working at full 90 lbs. pressure. Get the full story — write for Catalog JC-8.

THE JAEGER MACHINE COMPANY
Main Office and Factory — Columbus 16, Ohio
Distributors in 130 Cities of the U. S. and Canada



THE TREND TOWARD a "buyer's market" calls for harder-selling selling by builders. PC Glass Blocks offer a "plus value" that will make your job easier. This entrance installation is an example of what they can do to add that sales-winning touch.



PC Glass Blocks can help you *sell your homes on sight!*

● *Today, buyers of new homes* look for "plus values." Builders know this and they're doing something about it. They agree that a few **PC Glass Blocks** as shown at the entrance above—or in stairwells, bathrooms and kitchens—help to make the property more appealing to prospective purchasers; simplify the selling task. Oftentimes, in fact, PC Glass Blocks have been the factor responsible for getting the name on the dotted line.

This is because **PC Glass Blocks** are completely modern in appearance and function. They add more glamour and beauty, regardless of the size or architecture of the home. They admit plenty of light, yet they assure complete privacy. What's more, PC Glass Blocks have money-saving features of importance to home owners. For example, they have more than twice the insulating value of ordinary single-glazed windows. That means lower heating and air-conditioning bills. Repairs or replacements are seldom needed. There's no wood or metal sash to rot, decay, rust or require painting. And storm sash isn't necessary.

Here's a sure-fire way of giving your homes the *quick-sale* insurance they must have. Make sure that all your plans call for a few panels of PC Glass Blocks. They'll do a lot to help you *sell your homes on sight!* And, right now, why not send the coupon for complete information?

Pittsburgh Corning Corporation
Dept. A-46, 307 Fourth Ave.
Pittsburgh 22, Pa.

Without obligation on my part, please send me your FREE booklet on PC Glass Blocks in all kinds of homes.

Name.....

Address.....

City..... State.....

PITTSBURGH PC CORNING

GLASS BLOCKS

The mark of a modern building

Distributed by Pittsburgh Plate Glass Company; by W. P. Fuller & Co. on the Pacific Coast, and by Robbin Glass Ltd. in Canada.

NEW PRODUCTS

(*Continued from page* 150)

LINOLEUM WITH CARPET LOOK AB45007

Sloane-Blabon Tesfloor linoleum in Jaspe yard goods in tweed gray color tones presents a carpet-like appearance. Produced

in five different color effects that include multi-colored white, tweed gray, homespun blue, silver green, and claret red. Available in two yard widths, and also in 9x9-inch Jaspe linoleum tiles. Sloane-Blabon Corp., 295 Fifth Ave., New York 16, N.Y.

ADJUSTABLE CORNER LEVEL AB45019

Model 8 Ken Corner Level has an adjustable bubble holder arranged for quick adjustment by hand or screwdriver to suit any angle or incline from 0 to 90 degrees. The 18-inch size weighs 10 ounces, the 24-inch

size, 16 ounces. For use on every corner of the building that must be plumb, straight or inclined, the level permits four operations to be done at one time. A builder may plumb, level and square two sides of a corner at once—also the top face of each brick when it is placed on the mortar joint. Singer Kennedy Corp., 21 East Van Buren St., Chicago 5, Ill.

TRUCK MIXERS AB45026

Lightweight truck mixers incorporate suggestions contributed by ready-mix men throughout the country, and are designed for fast trouble-free operation and ease of maintenance. Patented pressed blade de-

sign gives fast discharge of lowest slump concretes. Fast charging is permitted through a large hopper opening. Available in 2, 3, 4½ and 5½-yard (inclined axis) sizes, and in 4½ and 5½-yard horizontal sizes. All ratings according to National Ready Mixed Concrete Association standards. Ransome Construction Equipment Division of Worthington Pump and Machinery Corp., Dunellen, N. J.

(*Continued on page* 154)

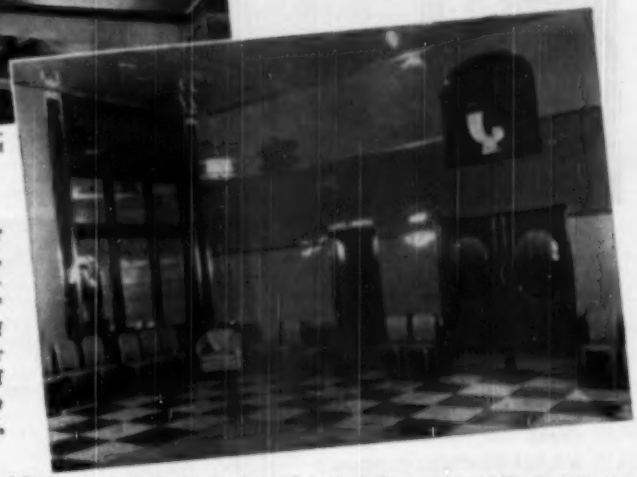
NEW HORIZONS

Miracle Walls by TYLAC

for Greater Profits

Note the clean hospital-like appearance of the training room above, and the warm, lustrous beauty of the attractive hotel lounge at right.

All over the nation TYLAC jobbers and dealers are cashing in—on ever growing sales volume — with Miracle Walls by TYLAC. Kitchens, bathrooms, playrooms, attics, etc., provide a rich field for profitable sales because TYLAC Beauty, Permanence and Economy create buying appeal with home owners everywhere.



AND with TYLAC there are even wider horizons for sales. All buildings — stores, offices, hotels, schools, factories, clubrooms, hospitals—offer 'mines of profit.' The illustrations show two examples of hundreds of potential sales right in your area — made possible by the utility of Miracle Walls by TYLAC. Cultivate these new horizons — for greater profits.

COLORFUL MODERN INTERIORS TO INCREASE YOUR SALES

Discover for yourself extra profits from MIRACLE WALLS by TYLAC. The High-Baked Plastic Enamel finish provides a lustrous, mirror-smooth surface that does not crack, craze, peel or chip — easily installed on ceilings, flat or curved walls, recesses or arches — unlimited variety of exciting and pleasing decorative schemes made available by the 18 rich colors and the 4 modern patterns. Ask for our new color chart.

Write us today for our liberal sales plan and many dealer helps.

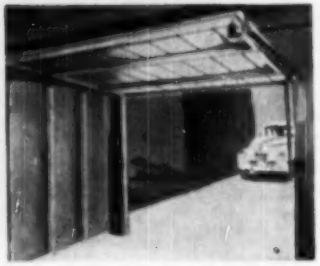
TYLAC COMPANY MONTICELLO, ILLINOIS

PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY

COMPARE!

SEE FOR YOURSELF WHY
GLIDE-AWAY
IS THE OUTSTANDING
OVERHEAD-TYPE DOOR

- **LIFETIME PROTECTED AGAINST RUST AND CORROSION** because Glide-Away Doors are made of paint-lock steel which is Bonderized and zinc coated . . . and for EXTRA protection they are covered with a prime coat of infra-red-baked paint at the factory.
- **EASIER TO INSTALL** because the one-piece jamb strip and weather seal is pre-assembled.
- **CABLE-CONTROLLED DOUBLE DOOR LOCK** permits fingertip operation from the garage interior without disturbing outside lock.
- **ONLY ½" OF HEADROOM** is required.
- **GREATER RIGIDITY** because of the heavier gauge inside structure and double hat channel section construction.



Glide-Away space-saver, jamb-type hardware does not sacrifice interior space. Arms are welded steel construction. Again we say: "COMPARE BEFORE YOU BUY".

STEEL DOOR DIVISION
STAMPING PRODUCTS AND MFG. CO.
14001 INTERVALE • DETROIT 27, MICH.

Stamping Products and Mfg. Co.
Steel Door Division
14001 Intervale, Detroit 27, Mich.
Please send detailed information on "Glide-Away" Garage Doors.
I am a ☐ Wholesaler, ☐ Dealer, ☐ Builder
NAME _____
ADDRESS _____
CITY _____ STATE _____

NEW PRODUCTS

(*Continued from page 152*)

LOCK DISPLAY MOUNT **AB45003**

Functional, streamlined lockset mount to display Kwikset locks, is all plastic. Molded

in one piece of Bakelite in mottled walnut, it weighs 12 ounces. Needs no drilling to affix locks for display purposes. Needs no painting. Kwikset Locks, Inc., Anaheim, Calif.

NEW TYPE MASONRY DRILL **AB45013**

"Live-spiral" masonry drill incorporates a unique idea of applying high tensile wire

to form a flute on the shank. Drill cuts fast, does not have to be withdrawn to remove dust from the hole since the "live-spiral" flute cleans the hole while drilling. Drills fit any rotary drill, drill press or hand brace. Carboloy Company, Inc., Box 237, Roosevelt Park Station, Detroit 32, Mich.

KNEE PROTECTORS **AB45009**

"Kneepron," a combination apron and protective device for the knees and clothes, is handy for tile setters, floor scrapers, floor layers, carpenters, or anyone whose work

requires continued kneeling. Knee protection is provided by nitrogen blown, featherweight non-porous rubber inserts over the knees. The inserts will not absorb moisture or soil. Easily removed for laundering. Kneepron is made of either heavy duty tan canvas or lightweight blue drill. J. M. Nash Co., 8805 Madison Ave., Cleveland 2, Ohio.

(*Continued on page 156*)

LOOK! JOE . . . I made this cut with my Clipper in 5 seconds!

SOLD DIRECT *from Factory to User*

Yes...

CLIPPER MASONRY SAWS

Make *Any* Cut Quickly and Easily!

Yes, you can slice through the hardest materials in seconds with the 1949 Clipper Masonry Saws. Smoother, faster cutting action than ever before. You'll find Clipper's the Genuine answer to any masonry cutting problem. Contractors agree on the New wet or dry cutting Model HD for the 100% Answer to ALL masonry problems. Actually the HD is Two Saws In One—it will meet your DUSTLESS cutting requirements in confined areas and will cut dry for outside operations. Every Clipper Masonry Saw is GUARANTEED, "To provide the Fastest Cut . . . at the Lowest Cost . . . with the Greatest Ease . . . Any Time . . . Any Where!"

PACKED WITH 1950 FEATURES

DUSTLESS CUTTING WITH MODEL HD

The outstanding Self-Contained Circulating Water System on the 1949 Model HD makes possible Completely DUSTLESS Cutting. Yes, completely DUSTLESS cutting for intricate jobs in confined areas. When dust is no problem merely turn the pump valve for dry cutting. No, you don't have to disconnect the pump on the Model HD Clipper to cut dry for it is to eliminate such time consuming adjustments.

BLADE PRESSURE EQUALIZER

That smooth, sensitive cutting action on every Clipper is a result of another exclusive Clipper feature, the Pressure Equalizer Spring with its Automatic Action.

ADJUST-A-CUT CONTROL

Clipper's exclusive "Adjust-A-Cut" Control—just pull the knob to instantly lower or raise the cutting head for materials of varying sizes. A "One-Man" operation!

SNAP-ON BLADE COVER

A Clipper feature that lets you cut wet—without getting wet! An outstanding safety feature for both wet and dry cutting operations.

Only Clipper Has NINE Models To Choose from!...

Not ONE Model—Not TWO Models . . .
But NINE separate and distinct Clipper Saws for you to choose from.
Each completely different in price, in size, in performance. Select the Clipper Model that EXACTLY SUITS YOUR particular needs!

Clipper

DRY ABRASIVE BLADES
WET ABRASIVE BLADES
DIAMOND BLADES

Cut DRY—or cut WET . . .
Cut with ABRASIVE Blades—or with DIAMOND Blades . . .
In the more than 50 standard and special CLIPPER Blade specifications you will find THE EXACT SUPERIOR BLADE to cut YOUR materials AT THE EXACT SPEED YOU require!

Clipper
NATION-WIDE DIRECT FACTORY SERVICE

MANUFACTURING COMPANY
KANSAS CITY 8, MO.

FACTORY BRANCHES: Philadelphia, Austin, Texas, St. Louis, Chicago, Cleveland, New York, San Francisco, Pittsburgh

FREE TRIAL!

Nine Clipper Models available on FREE TRIAL. Priced from $195 . . . Shipped Direct from Coast to Coast Clipper Factory Branches.

TEAR OFF AND MAIL

CLIPPER MANUFACTURING CO.
2806 WARWICK • KANSAS CITY 8, MO.

Send TODAY information on the FREE TRIAL offer and literature and prices on the 1950 Clipper Masonry Saws.

NAME _____
COMPANY _____
STREET _____
CITY _____ ZONE _____
STATE _____

BARBER-COLMAN

Products for Up-to-date Homes

The BARCOL OVERdoor

"An improved overhead door" offering distinctive features of engineering and construction that insure durability and provide good operation. Barcol OVERdoors are weathertight, yet easy-working. Thousands of homes all over the country can demonstrate thoroughly satisfying installations in all sizes and in special as well as standard designs.

RADIO CONTROL FOR GARAGE DOORS

Here is a really modern home utility that is rapidly gaining in popularity. The driver simply *pushes a button inside the car,* and automatically the garage doors open or close! A great convenience day or night and, in stormy weather, a valuable protection. Barber-Colman Company has pioneered in the development and manufacture of successful radio control equipment since 1928.

NEW MODEL OVERdoor AND RADIO CONTROL NOW AVAILABLE

At the NAHB Exposition in Chicago in February, the new economical Model 31 Barcol OVERdoor and the new Model E Electronic Radio Control for garage doors were shown for the first time. Architects and builders will welcome these new Barcol products because they provide still greater latitude of application, enabling "Barber-Colman" specifications in a wider range of possible installations.

Full information is available from your Barber-Colman representative.

FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES in PRINCIPAL CITIES

BARBER-COLMAN COMPANY
104 MILL ST. • ROCKFORD, ILLINOIS

NEW PRODUCTS

(Continued from page 154)

WALL CABINET **AB45017**

Wall cabinet, 42 inches wide and 18 inches high, has been added to Youngstown Kitchen line. It matches other Youngstown wall cabinets, is 13 inches deep, finished in high baked white enamel. Especially de-

signed for use over a range or refrigerator. Sound deadened doors, 18 inches wide, are separated by a 6-inch mullion. Catches hold door firmly closed, and rubber bumpers prevent metal from striking metal. Shelves extend full width of cabinet, and are rigidly welded into place. Chrome door pull is attached. Mullins Manufacturing Corp., Warren, Ohio.

SCREED SUPPORTS **AB45032**

New line of screed supports for all conditions of light or heavy screeding is available from this firm. Offset screed head holds either a 1-inch I.D. pipe or a 1¼x1¼ x3/16-inch T bar. This head is completely adjustable from above by means of a speed wrench. Other new items are the screed bolt for heavy screeding with a 2x2x¼-inch T bar, adjustable; a form bracket, adjustable base, sub-grade stake, sub-grade base, sub-grade chair, form bolt, and curb bolt. Latter two are used for supporting hanging forms for walls or curbs. Richmond Screw Anchor Co., Inc., 816 Liberty Ave., Brooklyn 8, N.Y.

AUTOMATIC TYPING MACHINE **AB45035**

Carlson Selector Robotyper, automatic typing machine, makes most letter writing a simple, quick, and inexpensive operation. The writer circles the number on the Carlson Selector Card of the pre-composed paragraphs necessary to answer routine requests or complaints, or for personalized follow-up of interested prospects. Then, he attaches the card to the letter to be answered and routes them to the Robotypist. The machine punches a hole opposite the number circled, inserts the card in the Carlson Selector, manually types in the address and greeting, presses the start button and turns to other Robotypers or other work. Robotyper Corp., 18060 Ryan Rd., Detroit 34, Mich.

CLEAR FLOOR TILE **AB45006**

Clear Vinyl-Cork floor tile is similar in structure to regular cork tile with the addition of a top wearing surface of clear

vinyl thermosetically fused to the cork base. Made in standard sizes and thicknesses in which firm's colored tile is produced, and will be sold at same price. Dodge Cork Co., Inc., Lancaster, Pa.

For Beauty,
For Durability,
More and More
Buyers Insist On

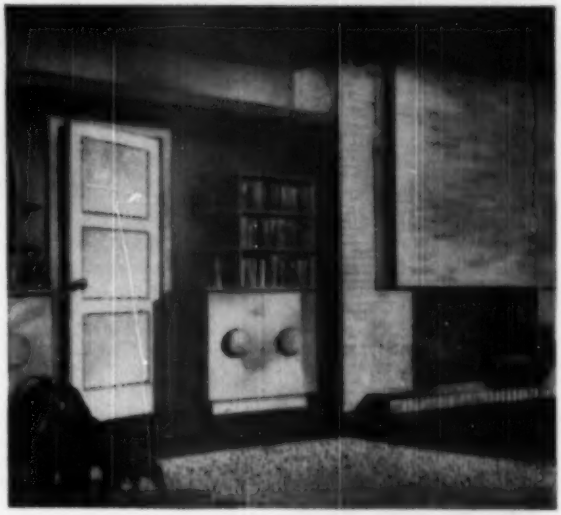
Douglas Fir doors

OVER seven million Douglas fir doors were produced last year—enough for 600,000 new homes.

Six out of every ten doors sold last year were Douglas fir doors because:

1. Durable Douglas fir builds strong, serviceable doors; it takes fine finishes for doors of beauty, too!
2. Douglas fir doors are mass-produced for economy. They are manufactured in the Pacific Northwest and available everywhere in the United States.
3. Since 1947 the Fir Door Institute has inspected the quality of doors carrying the FDI registered grade marks. This year the Douglas fir door industry will again produce quality doors in quantity to meet the increased demand.

When stocking, specifying or using doors, be certain you ask for beautiful, durable, Douglas fir doors — grade-marked for your protection.



One of the most popular of all Douglas fir stock interior doors is this modern, three-panel, F3 design—here shown in a typical home installation.

YOU HAVE QUALITY ASSURANCE WHEN YOU SPECIFY DOORS WITH THESE FDI GRADE MARKS

Demand these FDI official stamps on every Douglas Fir door you buy. These FDI grade-marks certify that doors so marked meet quality Commercial Standards CS72-48—and have been officially inspected by the Fir Door Institute. At buyer's request, doors marked by FDI stamps will be covered by notarized Certificate of Inspection.

FDI-A
FDI-B
FDI-BP
FDI-C
FDI-NR

Fir Door Institute

Tacoma 2, Washington

fdi

Pin down these profitable

BUILDING CONTRACTS!

Your big-profit building contracts are right at your finger-tips when you use **DODGE REPORTS.** You are told WHERE to go . . . WHO to see . . . WHAT to talk about to get these jobs! And you can have this information for any area you specify, any type of construction, or any stage of the construction work.

You get profit-making facts that show you the *active* prospects for building contracts such as —

new apartment buildings, banks, hospitals, schools, churches, theatres, homes, factories

—in fact, every type of *new* construction offering you profitable job opportunities.

Thus, with DODGE REPORTS, you can be first in the *right place*—at the *right time;* you know *what* type of materials will be needed—*who* is involved in each project (name of owner, architect, engineer, contractor) — *when* the plans will be ready for figuring and when bids must be submitted.

DODGE REPORTS save you time, save you "leg work." They enable you to base your estimates upon known facts . . . time your bidding . . . close deals at the proper moment for effective results.

Let us show you, without obligation, how DODGE REPORTS can help you pin down these profitable building contracts.

Straight Line

to

Profitable Business

AB—4-50

MAIL THIS COUPON

YES—I want to know about the profitable opportunities in **New Construction.** Without obligation, show me how I can use DODGE REPORTS in my business. (I do business East of The Rockies.)

Name _____

Firm _____

Address _____

F. W. DODGE CORPORATION

Construction News Division

119 West 40th Street, New York 18, N.Y.

F.W. DODGE CORPORATION

Radiant Panel Heat . . .

(*Continued from page 93*)

construction. The inside span is 16 feet, making possible the use of stock sizes of materials, with a minimum of cutting and waste on the job. If the client wants a larger home, the building is extended lengthwise, and the partitions and utility room are relocated.

Further economy is effected through the use of roof trusses, job-fabricated on a jig. The same type is used in every house.

"The roof construction is important in building a house with radiant panel heating," Smith commented. "Our trusses allow us to go where we want to with our partitions, without being concerned about load-bearing partitions and foundation walls. This not only simplifies our piping installation, but allows variation and flexibility in our interiors."

Smith-built houses are attractive, substantial, ranch-type homes of frame and brick construction. The 2-bedroom home contains 1,093 feet, the 3-bedroom, 1,203 square feet. In the standard 2-bedroom house, the kitchen is 7 feet 9 inches by 12 feet 7 inches; the dining area, convenient to both kitchen and living room, 8 feet, 8 inches by 8 feet 8 inches; the living room, 16 feet by 12 feet, and each bedroom, side by side at one end of the house, 10 feet 1 inch by 13 feet 7 inch. A one-car garage is 16 feet 4 inches by 22 feet; two-car garage, 24 feet by 22 feet. The utility room in the rear connects with the garage. There is a fire door between the utility room and the garage.

Rooms are more than adequately lighted. Each bedroom has two 2-light 28 inch by 24 inch windows; kitchen and bath, one window of the same size. The living room has a large picture window, 49 inches by 72 inches, flanked by two 2-light windows, 20 inches by 24 inches.

The side-walls have 25/32 inch sheathing. Vermiculite plaster used throughout the building provides added insulation, as well as acoustical value. "From my standpoint, vermiculite plaster has other advantages," Smith said. "It's much lighter than sand plaster—decreases dead weight by about one-third. It doesn't crack easily, and it doesn't absorb moisture. Neither does it shrink; in fact, it's more apt to expand against window and door openings. It's fireproof, and that has sales appeal for the customer." Ceilings have 4 inches of insulation.

By buying through a co-operative purchase arrangement, Smith is able

(*Continued on page 162*)

The Newest, Most Revolutionary Heating Unit in the Home-Building Field!

It's "Duty Designed"

for KITCHEN INSTALLATION

(and in utility rooms, too!)

The gleaming white cabinet of this remarkable new unit encloses a wall-flame oil burner, boiler, domestic water heater, circulating pump, expansion tank and automatic controls. It is quiet, dependable and efficient—and it makes a big saving on small-home construction costs. Get the full story by writing for the booklet illustrated at right. The Kitchen-Type Oil Boiler is just one of 93 Timken Silent Automatic models for all fuels and all sizes and types of homes.'

WRITE FOR FREE BOOKLET TODAY!

TIMKEN
Silent Automatic
HEAT

OIL • GAS • COAL

TIMKEN SILENT AUTOMATIC DIVISION
The Timken-Detroit Axle Company • Jackson, Michigan

TRADE MARK REGISTERED

PLANTS AT: DETROIT AND JACKSON, MICH. • OSHKOSH, WIS. • UTICA, N. Y. • ASHTABULA AND KENTON, OHIO • NEW CASTLE, PA.

Give your kitchens more powerful

with the *Revolutionary* UNIVERSAL

1. The $6500-$10,000 house

Space-saving "minimum" Select-a-Range has deluxe features, "Convenience-Level" cooking at low cost!

2. The $10,000-$15,000 house

Larger work areas, increased storage capacity, amazing flexibility add new appeal to Select-a-Range kitchens!

3. The $15,000 and up house

Built in "Convenience-Level" cooking and expandable feature provide the ultimate in modern kitchen planning.

1. Minimum Select-a-Range "economy" arrangement provides complete cooking facilities in compact space at lowest cost . . . oven can be right or left, with or without drawers to solve difficult space problems!

OVER 25 *Select-a-Range* VARIATIONS FROM 3 BASIC UNITS!

SELECT-A-RANGE gives you new freedom to design striking modern kitchens for houses of every price range. These three basic modular units can easily and quickly be combined into more than 25 different arrangements. Each unit is complete in itself so that it can be installed separately. Or they can be fitted together in combination . . . with one or more ovens, right or left hand, installed at the "Convenience-Level" your client selects. Select-a-Range versatility meets every cooking requirement . . . large or small.

EXTRA-LARGE OVEN — one-piece porcelain interior, Thermostat control, Push-button pre-heat. Automatic Timer controls oven. Minit-Minder keeps track of time for any cooking operation from 1 to 60 min.

PLATFORM SURFACE UNIT —four fast-heating "Monotube" Thrift Units—swiveled for quick, easy cleaning and oven-heat control switches.

STORAGE DRAWER — extra-heavy gauge steel, high-baked enamel inside and out, brass runners.

QUALITY AND VALUE SINCE 1842

Centennial Anniversary Presentation

appeal to help sell the house—

Select-a-Range

2. Exciting new and different appeal is created in "separated" arrangements . . . Select-a-Range can be built in anywhere . . . extra storage drawers provide much desired additional storage space!

3. "Built-in" arrangements permit maximum flexibility in planning, with unlimited variation to fill every cooking requirement . . . here is the ultimate in home owner appeal achieved at new low cost!

Only *Select-a-Range* has the dramatic no-stoop "Convenience-Level" oven!

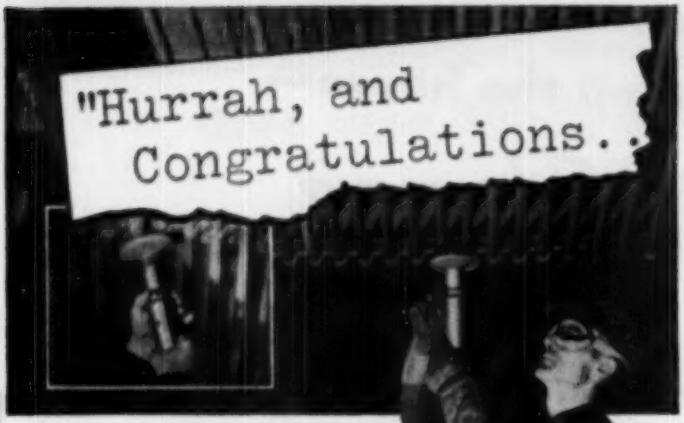
For years, women all over the country have wanted "Convenience-Level" cooking . . . a range designed to eliminate stooping and bending over a low oven.

Now, for the first time, you can give your clients the kind of kitchen they want . . . with "Convenience-Level" cooking. The height of the Select-a-Range oven can be easily set to fit the user . . . by adding or subtracting storage drawers under the oven or by building the oven into a wall or cabinet at the desired height. Here's something new . . . something different . . . something women want . . . to help sell the house. And it's exclusively Universal!

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

A special booklet of Universal Select-A-Range kitchen designs created in full color by Royal Barry Wills has been prepared for the building profession. For your complimentary copy, write to Dept. B-9, Landers, Frary and Clark, New Britain, Connecticut.



DRIVE-IT

..saved us [illegible] costs!"

Users actually bubble over with enthusiasm for the performance of DRIVE-IT powder-actuated fastening tools. One of them started a letter to us the same way we headlined this ad . . . "Hurrah and congratulations for selling us your DRIVE-IT tool!"

And that letter is no exception. Hundreds of contractors, builders, and sheet metal men praise the efficiency of DRIVE-IT for faster, *safer* fastening of steel or wood to concrete or steel.

Get the *facts* on the new DRIVE-IT "300" and you, too, will say "hurrah"!

DRIVE-IT "300"

Distributors Coast to Coast

POWDER POWER TOOL CORPORATION

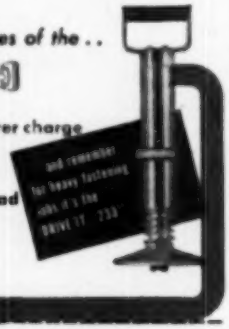
0713 S. W. Woods St., Portland 1, Oregon

(Canadian Distributor) Ammo Power Tool Co., Ltd.
Foot of McLean Drive, Vancouver, B. C.

Check these exclusive features of the ..

DRIVE-IT

- Controlled power with one power charge
- Positive, 3-way safety
- Uses flangeless drive-pins
- Permanent, adjustable safety pad
- Semi-silent operation
- Automatic extension barrel



You bet I'm interested . . .
Send me the story!

NAME _____

COMPANY _____

STREET AND NO. _____

CITY AND STATE _____

POWDER POWER TOOL CORPORATION, 0713 S. W. WOODS STREET, PORTLAND 1, OREGON

Radiant Panel Heat . . .

(*Continued from page* 158)

to give his clients tremendous value for their money. Included with the house at no additional cost are an automatic washer, automatic water heater, kitchen cabinets with lifetime plastic-top counters, metal door package receiver, provision for an electric range (which saves the owner a $50 installation charge later), built-in bedroom closets extending from wall-to-wall and floor-to-ceiling, with sliding wardrobe doors of birch veneer; ceramic tile bathroom with full-tile combination shower and bath; fireplace, aluminum window sash with aluminum storm windows and screens; marble window sills; an aluminum combination storm-screen door, and an aluminum tilt-up garage door. There is also no limit on the type and color of asphalt tile floor covering, interior decorating colors, choice of face brick, and many other things where the owner makes his own selection. Radiant heating in the garage is optional. The lot is rough-graded for landscaping.

Smith does not build a house, and then sell it. All his homes are built on order. He helps the purchaser select a lot, and works with him on plans, making provision for individual preferences and extras, but always using the principle of modular construction. His clients soon find that this principle saves them several thousand dollars.

Smith seldom accepts a job unless the customer will take radiant heat. "Radiant heat has built our business," he explained. "If a purchaser doesn't want it, we tell him there are a hundred builders around the Detroit area who will build him a conventional house."

Real Estate Brokers Add 68 Members

The total membership of the National Institute of Real Estate Brokers has been raised to 8,431 through the recent addition of 68 new members in 15 states, according to an announcement by Willard L. Johnson, San Francisco, president of the organization.

The Institute is an affiliate of the National Association of Real Estate Board. Its objectives include the raising of ethical standards in the real estate brokerage profession and the encouragement of home ownership and property purchase by the American people.

California led the new member roster with 27, followed by Florida and Texas with seven and five respectively.

AND NO WONDER...

Barrett Looks After Its Own! Barrett salesmen are roofing as well as sales experts. Their advice and cooperation are freely available to Barrett dealers to help build up new business. This Barrett policy has won many friends to the great family of Barrett dealers.

High-Grade Product! For example: Barrett's felts — the *backbone* of prepared roofing — give longer life because they pass rigid tests for tensile strength, pliability, ash content, weight, thickness and saturating capacity.

Large Line! Great variety of weights, shapes, and colors . . . what you'd expect from "the Greatest Name in Roofing."

Excellent Packaging! Always neat, attractive and properly labeled, keeps the product clean and in good condition.

330 Sales Helps! Outstanding sales promotion items, sample boards, sales literature . . . at less than cost, many *free!*

4-Color National Advertising! The *only* Prepared Roofing full-page 4-color advertising in The Saturday Evening Post . . . supported by eye-catching space in other magazines!

Join up with Barrett! It's just plain good business to sell Barrett Prepared Roofings. That's why the trend among dealers and consumers is toward Barrett. Follow it!

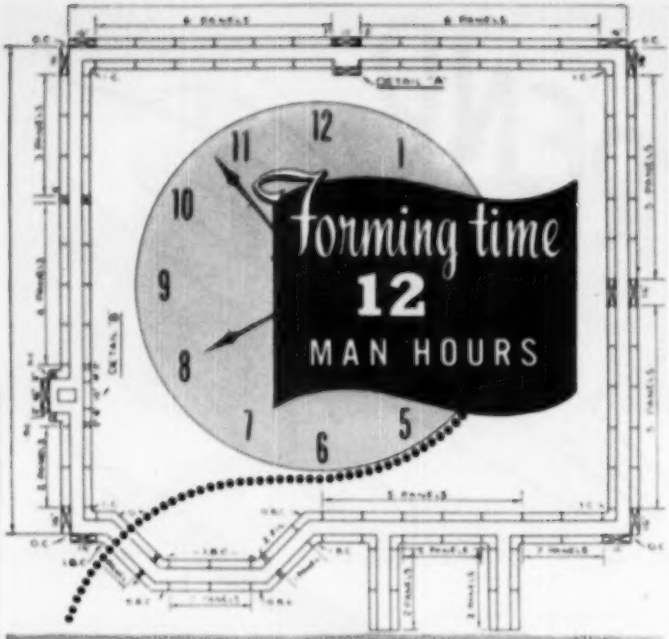
THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

200 W. Monroe Drive Chicago 6, Ill.	1337 Erie Street Birmingham 8, Alabama	36th St. & Gray's Ferry Ave. Philadelphia 46, Pa.

*Reg. U. S. Pat. Off.



WITH SYMONS FORMS

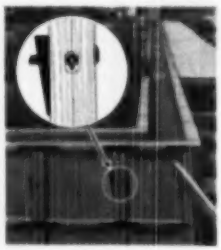
Here you see a typical house foundation form layout that can be set-up by 3 men in 4 hours. There are 1734 square feet of forms. Cost of erection at $2.00 per man hour is $24.00 or 1½c per square foot. Stripping can be completed within 2 hours at a cost of $6.00 or ½c per square foot.

TOTAL COSTS PER SQUARE FOOT OF FORMS

Setting-up	1½c
Stripping	½c
Form Cost (per use)	1½c
Tie Cost	⅝c

Forms average 75c per square foot. With 50 uses (100 uses is common) the per-use cost is 1½c. Ties hold 8 square feet of forms. At 6c each the tie cost is ¾c per square foot.

Symons Forms are available completely made up ready for use or you may purchase the hardware for building your own forms. Forms can also be rented with 60-day purchase option. Paid rentals apply on purchase price.



JUST 3 PIECES!

1. Connecting Bolt
2. Form Tie
3. Wedge

Form ties break back into concrete . . . connecting bolts and wedges can be used again and again.

Symons
FORMS • SHORES
COLUMN CLAMPS

SYMONS CLAMP & MFG. CO.
4261 West Diversey Avenue, Chicago 39, Illinois

Please send me the items checked:

Information regarding Symons Panel Forms
☐ Catalog and Prices ☐ Construction details ☐ Samples
☐ Layout and estimate (our plans being sent under separate cover)

Information regarding other Symons Products
☐ Column Clamps ☐ Bar Ties and Tie Chairs
☐ Safety Shores ☐ Scaffolding

Name _____
Address _____
City _____ Zone _____ State _____

Saberson . . .

(*Continued from page 122*)

ging it out for their share of the consumers' dollars. Never were the shelter magazines so full of enticing kitchens, bathrooms, living rooms, bedrooms . . . and all the things that go to make a home efficient, attractive, comfortable and economical.

That, of course, is why the "fun" of home building is beginning to come back into the picture.

The neighbor of a friend of ours recently announced excitedly that a home to suit the family's needs had been located . . . and purchased.

"We told the builder you wanted a home too," said the happy housewife to our envious friend. That evening the builder showed up.

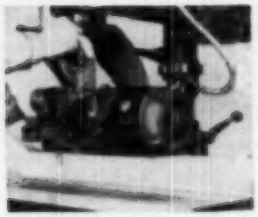
"What kind of a house do you want?" he asked.

It merely was necessary for our friend to reveal her ideas of room arrangement and equipment . . . the result of years of thought and study. A few evenings later the preliminary sketches were ready for critical inspection. A slight change here and there . . . an appraisal of the financing program—the go ahead. Excavating started the following Monday on the lot that had been purchased before the war.

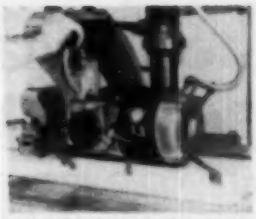
"It was all so easy!" our friend reported after the contract was signed. "Won't it be fun watching the home of our dreams become a reality!"

The skeptical will insist that the road to home ownership still is pretty much of a nightmare. That may well be true in many cases. Nevertheless it is our contention that it is becoming smoother at such a rapid rate that the swish of the pendulum of supply and demand . . . the swing from shortages to plenty, can now be heard with startling clarity. When home building begins to be "fun" we really are beginning to make headway.

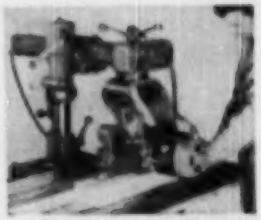
Assuredly, this does not mean that we have broken away from our interference and have nothing but a clear field ahead of us. Plenty of things can happen to stay our progress . . . runaway prices of materials or labor, unsound financing programs, unwise subsidization schemes, political "assistance" for various "classes" (vote-catching legislation), continuation of deficit financing. These, and many other impractical dreams can turn us into a disastrous tailspin and take the "fun" not only out of home building, but out of living itself.



DEEPER CUTS WITH SMALLER BLADE—Only radial saw that cuts 3½" deep with 9" blade—more than most other machines with a 14" blade.



ALL CUTS MADE IN CONVENIENT TABLE AREA—Rip and cross-cut through center of table—with "CENTR-PIVOT" offset yoke and simplified mounting.

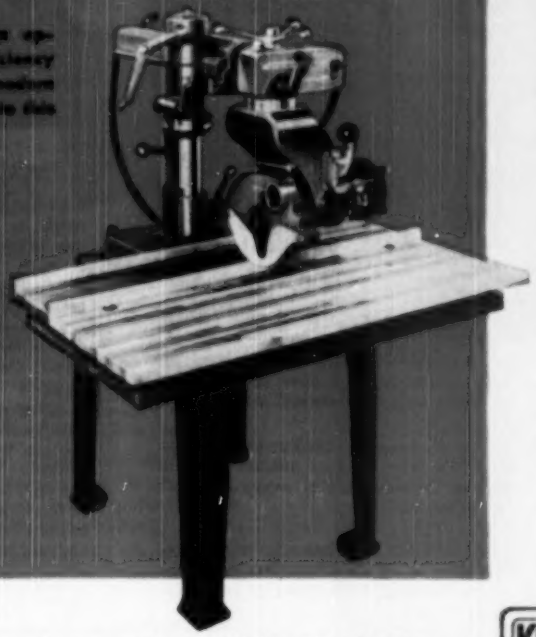


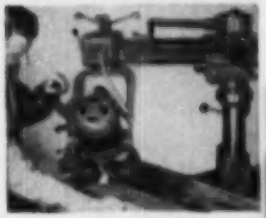
EXTRA PROTECTION—New type guard with anti-kick-back pawls and splitter for ripping protects operator. Drop-leaf side guards for added safety.

Profit Builder!

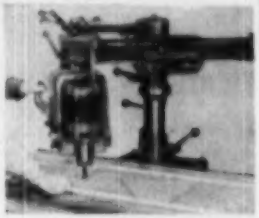
Walker-Turner design applies the speed, efficiency and economy of modern production methods to this

new "900" radial saw





ELIMINATE POWER WASTE and voltage drop with exclusive off-center Synchrobelt drive motor — also cuts expense of big blades and heavier extension cables.



THRIFTY IN FIRST COST AND OPERATION, light enough to move from job to job. Easy clearance through doorways — only 24" wide with wood table removed.

Now—cut labor costs, make more profit on your job, *and do a better job*, with the new Walker-Turner "900" Series Radial Saw. Walker-Turner machine *design* brings to the building industry the streamlined techniques of modern production for wood and plastic cutting.

A *complete* machine as shown, the "900" Radial Saw does *all* the radial saw jobs. Yet with its big, durable work surface, full-work visibility, and Walker-Turner *extra* protection, even unskilled labor can operate it easily and safely.

Use this radial saw right on the building job—for easy, profitable cutting. You'll find it's a goodwill builder among home buyers. Be the first in your area to profit from Walker-Turner *design* in a builder's power tool. Mail coupon for bulletin describing in detail the many features and applications of the new "900" Radial Saw.

SOLD ONLY THROUGH AUTHORIZED DEALERS

KEARNEY & TRECKER
MILWAUKEE

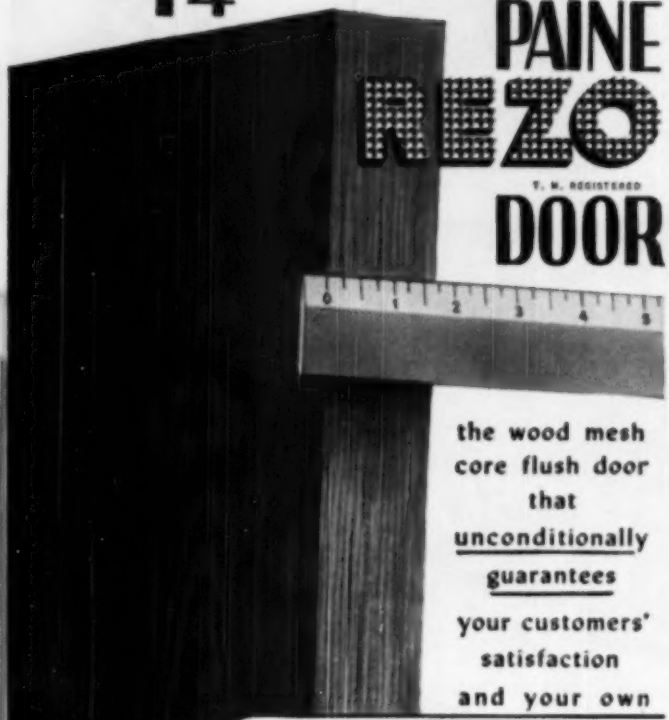
WALKER-TURNER DIVISION
PLAINFIELD, NEW JERSEY

Walker-Turner Division,
Kearney & Trecker Corp.
Dept. A84, Plainfield, N. J.
Please send me the new Walker-Turner "900" Series Radial Saw Bulletin.

Name _____
Firm _____
City _____ Zone ____ State _____

1 3/4" is the standard PAINE REZO DOOR

T. M. REGISTERED



the wood mesh core flush door that unconditionally guarantees your customers' satisfaction and your own

1 3/4" is the standard thickness that gives this interlocking air-cell door unsurpassed strength, and dimensional stability.

1 3/4" is the standard thickness that has placed more than four million doors in service in buildings of every type all over the country.

1 3/4" is the standard thickness so widely accepted that Paine has become the largest exclusive producer of cell-type flush doors.

Naturally, you expect this trouble-free door to come ready for installation and with beautifully matched veneer faces —and it does. Dealers from coast to coast now have Rezo doors available—so specify them on all your plans. Your customers' satisfaction and your own are unconditionally guaranteed.

See SWEET'S FILE or write directly for data bulletin.

Manufactured by the

PAINE LUMBER CO., LTD. *Oshkosh Wisconsin*

ESTABLISHED 1853

Engineered House . . .

(*Continued from page 87*)

trades before he can set radiators, convectors, or install registers.

As a general rule no special construction is necessary in the ordinary residence in order to accommodate a radiant heating system. If the heating panel is located in a concrete floor slab on the ground, insulation at least around the outer perimeter of the structure or perhaps under all

FIG. 2: Three tube grid type coils connected to a branch supply line

floor slabs is recommended, but that would be good construction regardless of the type of heating system used.

At this point we might define the terms "panel" and "coil."

The term "panel" is used to designate the heated portion of a room surface that serves as a heat source affecting the room occupants.

The term "coil" refers to the piping that is embedded in a panel to convey the hot water used as the heating medium. The radiant heating coil is not circular or helical in form such as would be used in a side arm water heater. It is generally in one plane and may be of the sinuous or the grid type. A typical sinuous coil is shown in Figure 1. A three tube grid type coil is shown in Figure 2.

It will be seen that the sinuous coil has fewer joints than any corresponding grid coil and is, therefore, less expensive to fabricate. The grid coil, on the other hand, produces a lower temperature drop in the water flowing through it than would be the case with a sinuous coil.

If the heating coil is to be installed in the ceiling, expanded metal lath is preferable for the plaster base* with the heating coil located above it, generally fastened to the underside of the joists and in good contact with the metal lath.

In this method of construction the ability of the metal lath to conduct

*Fig. 3

(*Continued on page 168*)

Leading builders use STANLEY BALL BEARING BUTT HINGES

There are two reasons why — to provide easy, quiet, trouble-free door operation, and to hinge doors for the *life* of the building.

Use Ball Bearing Butt Hinges on all heavy doors and doors receiving high frequency service.

Use Ball Bearing Butt Hinges on any door using a door closer and on all hollow metal or kalamein doors.

Stanley Ball Bearing Hinges reduce door maintenance to a minimum. Three Ball Bearing Butt Hinges on every door prevent binding and assure satisfactory latch and door operation for the life of the building.

Stanley Ball Bearings are permanently lubricated for life and being thoroughly protected from the elements are ideal for all exterior doors.

Made in extra heavy and standard weights, in full mortise, full surface and half surface types. Obtainable in wrought steel, brass, bronze, stainless steel and aluminum.

For lasting customer satisfaction, use Stanley Ball Bearing Hinges for all industrial, commercial and institutional doors, as well as for exterior doors on every home you build.

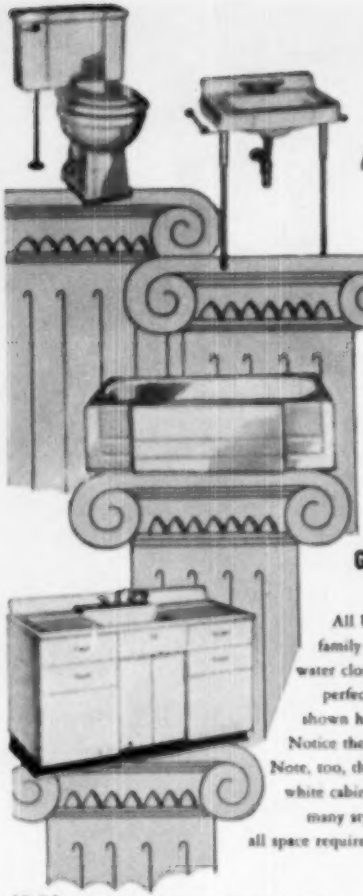
THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT

STANLEY

Reg. U.S. Pat. Off.

REMEMBER

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL



bathroom fixtures and kitchen equipment with **IDEAS** *behind them . . .*

GROUP-MATCHED
for style and beauty

All Universal bathroom fixtures bear a family resemblance. Choice of lavatories, water closets and tubs can be intermixed in perfect line-harmony. The three fixtures shown here are identical triplets in styling. Notice the panel motif carried in each piece. Note, too, the spacious beauty of the gleaming white cabinet model kitchen sink. It's one of many styles available to fit all budgets and all space requirements.

IDEA-*programmed to make sales for you*

Constant research has assured Universal functional quality down through the years. In addition, design has always been tuned to consumer acceptance. Now—Universal's advertising and merchandising program is idea-planned to make more customers and easier selling for you.

PLUS *the ideas of an eminent architect for better bathrooms*

Bathroom ideas sell fixtures. We will offer you suggestions that will lift the simplest setting out of the ordinary. The plans will be practical, too, for a practicing architect will draft ideas that can really be put into effect at reasonable cost to your customers.

Choose the package that pays
BETTER DIVIDENDS to you

write to
UNIVERSAL-RUNDLE
corporation
NEW CASTLE, PENNSYLVANIA
Serving the world from 9 PLANTS located COAST TO COAST

Engineered House . . .

(*Continued from page* 166)

heat is so much greater than that of the plaster that the heat from the coils is diffused between the rows of tubes in the coil before it reaches the surface of the ceiling and hence uniform ceiling surface temperatures will result.

If the heating coil is to be installed below the plaster base, the type of plaster base is unimportant. This method of installation, however, requires considerably more plaster* than would be the case with the heating coil above the lath, the plastering time would be about tripled, and discoloration in the form of streaks on the ceiling corresponding to the pattern of the heating coil might result. This discoloration would be due to the difference in thickness of plaster directly below each tube and the thickness between the rows of tubes.

FIG. 4: Excess plaster and short strokes of trowel are necessary when coil is below the plaster base.

Acoustical tile should not be used for the ceiling surface, if the heating panel is located in the ceiling, because of its heat insulating characteristics. The same applies to an insulating type of plaster. This brings up the point that frequently a decision must be made to insure suitable conditions for the radiant heating system or else to use some other type of heating.

The matter of panel location is one about which there seems to be considerable misunderstanding and which should be understood by builders. An interesting report on this subject has been published by the Housing Research Foundation of Purdue University. This report establishes the fact that in rooms of ordinary size and normal heating requirements comfort conditions can be produced by a properly designed radiant heating panel regardless of which surface of the room it is a part. Note also that under these same normal conditions the temperature of the floor surface will be higher than the room air temperature even if the heating coil is located in the ceiling.

There are limitations in panel sur-

*Fig. 4

(*Continued on page* 170)

If you are a builder of small homes, you should examine the plans of this modern design . . . for thousands upon thousands of prospective home owners have written for information about it.

This flood of requests is still another example of the interest of home planners in the Weyerhaeuser 4-Square Home Building Service . . . another indication that they like modern design and seek the extra values that come from professional planning.

It will pay you to see your 4-Square Lumber Dealer and examine this month's design . . . as well as the scores of others in the Service. Among them you will find a wide variety of types and sizes . . . designs, the popularity of which has been proved . . . houses that will fit profitably into your building program. Blueprints, material lists and easy estimating forms are available through your 4-Square Lumber Dealer. See him soon.

Weyerhaeuser

4-SQUARE LUMBER AND SERVICES

WEYERHAEUSER SALES COMPANY, ST. PAUL 1, MINN.

Build for Greater Value with the
4-SQUARE BUILDING SERVICES

Pella

ROLSCREENS

FIT ALL TYPES and MAKES OF WINDOWS

ROLSCREENS provide freedom from screen troubles! Once in place, always in place. No putting up — no taking down! No painting! No seasonal repairs! No storage space required. By minimizing window screen maintenance, ROLSCREENS pay for themselves over the years.

The exterior beauty of windows is preserved by ROLSCREENS because they are made of neutral colored AluminA wire cloth and installed on the **inside**. ROLSCREENS cost no more than good quality flat-frame screens.

Made by makers of
FAMOUS PELLA VENETIAN BLINDS and CASEMENT UNITS

When annual maintenance and labor costs are considered, ROLSCREENS actually cost less than ordinary screens.

10-YEAR GUARANTEE assures that clients will be satisfied with ROLSCREEN performance.

Rolscreen Details in Handy File Pack for installing on all types and most makes of windows. Ready for tracing right onto your plans.

MAIL COUPON

ROLSCREEN COMPANY,
Dept. B-22, Pella, Iowa.

Without obligation, please send FREE new file of ROLSCREEN details and specifications in A.I.A. folder.

Name _____
Firm Name _____
Address _____
City & Zone _____ State _____

Engineered House . . .

(*Continued from page* 168)

face temperatures, however, that affect comfort conditions of the room occupants and also affect the selection of panel location. The surface temperature of a floor panel should not exceed 85 degrees F. and for that reason there may be many cases in cold climates where the available floor area is insufficient for the calculated area of the heating panel. In such cases a heating panel located in the ceiling might have to be used unless means, such as storm sash or additional insulation, were provided to reduce the heating requirements.

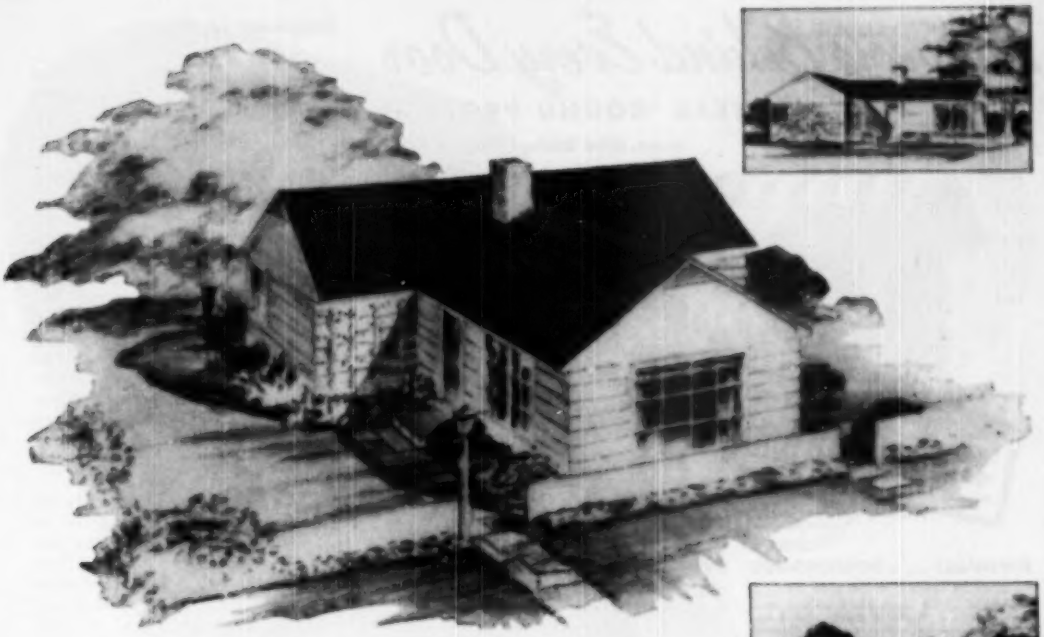
A common misconception with respect to the proper location for a radiant heating panel is illustrated by the frequently used statement that "heat rises." What is generally meant by that statement is that heated air rises, which is true. It should be noted, however, that as stated above, the radiant heating system is not designed to produce room air temperatures at any fixed value. Heat in the form of radiation (heat rays or waves) is emitted from a surface in all directions as long as it is exposed to other surfaces or substances at lower temperatures. As a result, room occupants are never out of the range of the radiation from the radiant heating panel regardless of its location. Furthermore, in thinking on the statement that "heat rises," one should not forget the heat that is received in a downward direction from the sun that is millions of miles away from the earth.

For best results, the heating coils in a radiant heating system should be an integral part of the panel structure. It would be uneconomical and comparatively ineffective to install heating coils in a dead air space such as would occur between the joists of floors and ceilings. The low rate of heat transfer through wood floors and the shrinkage of the wood due to the heat through them are other matters that should not be lost sight of.

Builders will realize that insulation should always be used to reduce, as much as possible, heat flow in the reverse direction to that in which it is desired. The type of insulation selected is relatively unimportant as long as it is effective and properly installed.

If reflective type insulation is used, the reflective surface should face the warm surface but should never be in contact with it for it would then become a conductor of heat instead of a reflector. Experiments have shown that where uninsulated floor slabs are used as radiant heating

(*Continued on page* 172)



RUBEROID *wraps up the sale of* "GOOD AMERICAN HOMES"

A distinctive Ruberoid roof on top—and Ruberoid Asbestos-cement siding on the walls—these are the attractive and sales-helping "wrappings" for the five basic house designs in the "Good American Home Program". The houses (sketched on this page) were designed by the noted architect Randolph Evans to provide budget homes to fit the requirements of a large majority of American families. An important part of their planned economy is contained in the slogan: "More Years For Your Building Dollar With Ruberoid."

Many of these "Good American Homes" will be built in groups — and their roof lines are prominent. The selection of colors and blends in a choice of TITE-ON, TIMBERGRAIN and THICKBUTT shingle designs provides the most versatile color-styling opportunities any builder could look for. And for the sidewalls there are a dozen available varieties of types and colors in Ruberoid Asbestos-cement sidings to complement the roof selection.

Should you desire to tie in with the "Good American Home" program in your locality, Ruberoid can be of help to you in getting started.

If you would like information about how the program works we'll see that you get full details on your request.

GIVE YOUR CUSTOMERS MORE YEARS FOR THEIR BUILDING DOLLARS WITH RUBEROID

Ruberoid Asphalt Shingles and Asbestos Siding featured exclusively, nation-wide, in the Good American Home Program.

The RUBEROID Co.

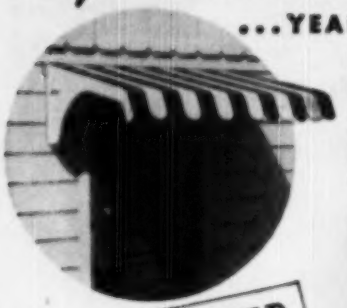
BUILDING MATERIALS FOR HOME, FARM AND INDUSTRY

Executive Offices: 500 Fifth Ave., New York 18, N. Y.

Other Offices: [illegible]

Prospects Behind Every Door

...YEAR 'ROUND PROFITS!

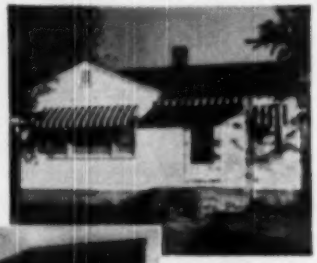


Homes, Office Buildings, Factories, Stores Need this All-Weather Aluminum Awning

Profit-wise dealers and distributors will cash in on the ever growing year 'round demand for modern, serviceable, weatherproof window awnings and doorhoods. YOU can make this year a better year by introducing to people in your community, the HASTINGS alumi-SHIELD line.

HASTINGS alumi-SHIELD

Guaranteed by Good Housekeeping



AWNINGS . . . DOORHOODS

Easy to Install • Easy to Sell

Offer year 'round protection from sun, rain, sleet and snow. Made of sturdy .040 gauge aircraft aluminum, with smooth, lustrous enamel finish permanently bonded to the metal before it is formed. A choice of 7 attractive lifetime colors and color combinations, for lasting beauty. Louvers in the side panels provide maximum ventilation. HASTINGS alumi-SHIELD window awnings and doorhoods fit tightly and cannot leak from the top . . . will not sag, crack, chip or corrode. They are light in weight but strong; enhance the appearance and value of any home or building on which they are installed.

FIT ANY WINDOW OR DOOR OPENING

Each awning is composed of two side panels and the number of 6" wide interlocking segments to fit exactly any specified window or door opening. These sections and side panels are threaded on rods at top and bottom and drawn together with aluminum nuts at the ends into a single rigid unit. Sturdy angle brackets and wide flanges on the wings supply added strength.

WRITE NOW FOR FREE FOLDER

Send for FREE literature showing adaptability of product and explaining ease of assembly, at low cost. HASTING alumi-SHIELD awnings and doorhoods are nationally advertised through trade and consumer magazines, and over the radio. Effective dealer helps are available for tie-up publicity. Start making extra money NOW.

METAL TILE PRODUCTS, INC.
HASTINGS, MICHIGAN

FIREPROOF . . . WINDPROOF . . . WEATHERPROOF

HASTINGS alumi-SHIELD doorhoods prevent slippery, dippery porches; help avoid serious accidents; keep stormy weather out of doorways and halls. May be installed easily, quickly, *practically* . . . on any type of building—wood, brick, stone.

Standard doorhoods and window awnings have regular panel sides with round louver opening. Full slat sides, with air vents, also available, as shown above. Large custom-built canopies for commercial installations, furnished to meet special requirements.

METAL TILE PRODUCTS, INC.
DEPARTMENT 405 HASTINGS, MICHIGAN

Send additional information regarding HASTINGS alumi-SHIELD awnings and doorhoods.

I am ☐ Distributor, ☐ Dealer, ☐ Contractor, ☐ Architect.

Name_____

Firm_____

Address_____

City_____ State_____

USE HANDY COUPON

MORE SALES FEATURES . . . GREATER SALES!

FIREPROOF • DUSTPROOF WEATHERPROOF
Will not corrode, crack, chip or peel.

HASTINGS alumitile

FOR INTERIOR AND EXTERIOR WALLS

A revolutionary, new wall facing made of sturdy aircraft aluminum . . . low in cost, light in weight, but strong! The gleaming, bone-hard enamel finish is permanently bonded to the metal for lifetime beauty. A choice of 14 vital colors . . . a variety of sizes for modern decorative effects. Scores of uses inside and out. Easy to apply . . . easy to sell. WRITE NOW for free literature. (Please indicate whether distributor, dealer, contractor or architect.)

METAL TILE PRODUCTS, INC., Department 405A HASTINGS, MICHIGAN

Engineered House . . .

(*Continued from page* 170)

panels approximately 25 per cent of the heat input to the panels may be lost into the ground.

Moisture barriers and vapor barriers are also advisable and should be installed in accordance with manufacturers' recommendations.

The fear of leaks in a radiant heating system is frequently expressed, particularly because the heating coils are embedded and concealed. Such fears are groundless when one considers the thousands of plumbing and heating installations where so much of the piping is concealed in partitions and walls and where no leaks have developed over many years. It is important, of course, to thoroughly test the system for leaks before connections to the boiler are made and before the piping is embedded.

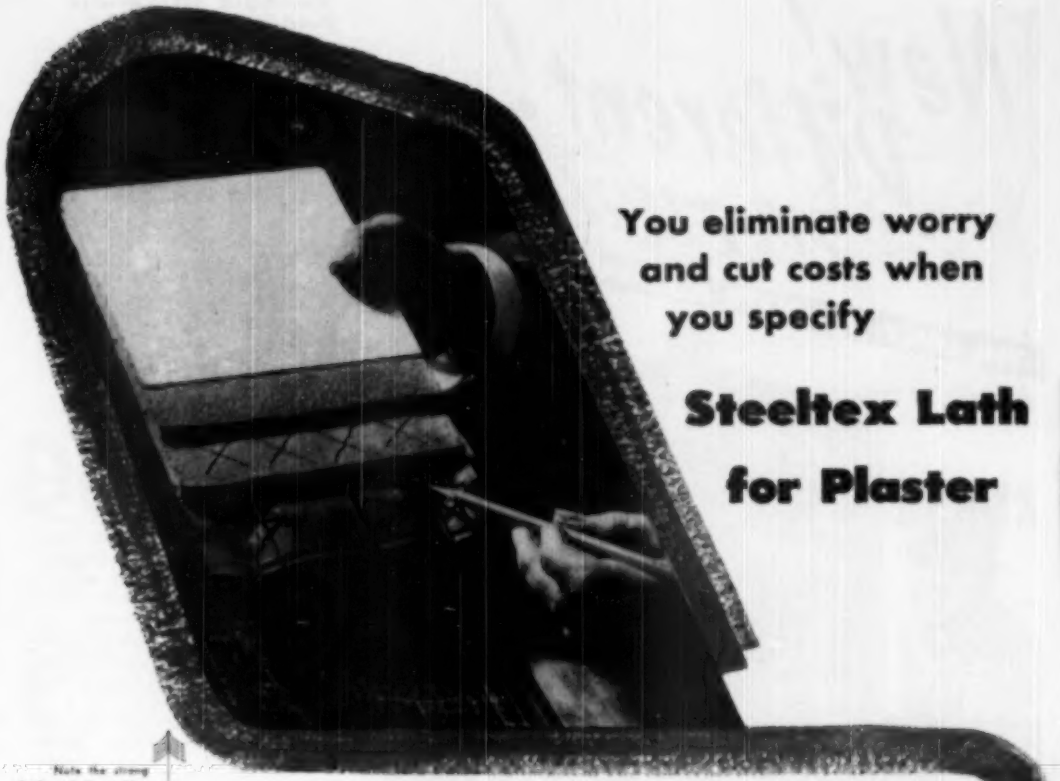
Some people with an insufficient knowledge of the subject seem to be unduly concerned regarding the possibility of corrosion in a radiant heating system. All such systems using hot water as the heating medium are what is known as "closed systems" in which no make-up water need be added from time to time. There is, therefore, little possibility of corrosion in the piping system under these conditions.

The same unlikelihood of corrosion in the form of galvanic action exists within the heating panel itself. Corrosion of that type can only take place in the presence of moisture. The setting period during which the panels are moist is comparatively short and after they are once heated there is little possibility of moisture developing and there are no elements in ordinary radiant heating panels that would cause destructive action.

The choice of piping material in a radiant heating system is relatively unimportant from the standpoint of heat out-put from the panels. The choice, therefore, should be based on the enduring qualities of the piping material, the resulting over-all cost of the installation which will be affected by the ease of cold bending and the weight of the piping, ease of handling, available lengths to reduce the number of couplings required, the cost of making joints, and in the case of ceiling panels the type of supports necessary. The per foot cost of the piping alone may often be misleading in relation to the over-all cost of the installation.

The size of the piping used for the heating coils is also unimportant from the standpoint of heat out-put. This fact has been established by research work done in 1942 at the University

(*Continued on page* 174)



You eliminate worry and cut costs when you specify

Steeltex Lath for Plaster

Note the strong horizontal rib resulting from the corrugated mesh. It provides greater rigidity and reinforces the plaster similar to reinforced concrete.

You eliminate worry when you specify *Pittsburgh Steeltex* because you can be sure that the combination of strong, rigid, deeply embedded steel mesh and tough, absorbent backing will give you the best plaster wall you can possibly build. You actually cut costs because you don't waste plaster and you reduce eventual maintenance. For detailed reasons for writing *Steeltex* into your specifications, see our catalog in Sweet's or write for catalog D. S. 130, Dept. AB, Pittsburgh Steel Products Co., Grant Building, Pittsburgh 30, Penna.

Pittsburgh Steel Products Company

A Subsidiary of Pittsburgh Steel Company

Pittsburgh 30, Pa.

New! Different! Fleetlite

THE ONLY COMPLETE ALUMINUM WINDOW

Startlingly different — an entirely new conception — Fleetlite is the window you have been demanding for years. Engineered and built as a complete packaged window, Fleetlite provides frame, sash, storm sash and screen as an integral unit, easily installed at one time. Home owners like the self-storing *convenience* of FLEETLITE — its *economy*, its *beauty*, its *permanence*. Already installed in thousands of homes throughout U. S. and Canada.

"What people are looking for," says Builder.

Gentlemen:

Enclosed is an order for Fleetlite windows for an additional group of homes which I am starting in the early spring.

After using your windows in all of my building during 1949, I can truthfully say that the fact that I was featuring your windows accounted for a ready market for my homes and advance orders extending into 1950.

It may interest you to know that recently I had one of these houses open for inspection for one day, and at that time, took orders for twelve additional homes, all to be equipped with your windows. As a result I am convinced that the new design features of Fleetlite Windows are what people are looking for even in low-cost homes, and I am therefore planning on using your products exclusively during the coming year.

Many thanks for your good cooperation and prompt service.

Write today for full details or see your distributor.

Made by
FLEET OF AMERICA, INC.

Fleetlite
AMERICA'S finest WINDOW
112 PEARL STREET BUFFALO, N. Y.

'Packaged' Steel Bridge Used for Farms, Parks

A new series of steel bridges for farms, golf courses, parks, etc., has been introduced by the H. D. Campbell Co., Rochelle, Ill. Fully packed for "over-the-counter" sale, the spans are manufactured in 12 sizes. Lengths

are from 14 to 60 feet, widths from six to 16 feet and capacities from 10,000 to 30,000 pounds.

The bridges may be rapidly erected as a permanent or temporary installation, the manufacturers said, by one man without special tools or skills. Each bridge package, designed to meet certain load and span requirements, consists of trussed steel girders and supporting steel columns. The supporting pillars, used with double span bridges, are of adjustable height to allow for any setting or washing in the creek bed.

After the steel framework is laid, the bridge is covered with planks bolted through holes provided in the girders.

Engineered House . . .

(*Continued from page* 172)

of California. Pipe size will, on the other hand, affect the pump size required and must be taken into consideration in planning the lengths of the various coil circuits. This matter of pipe or tube size for radiant heating coils should be of interest to the contractor from the standpoint of cost. If copper tube is to be used for radiant heating coils, there is no good reason in the ordinary residence for using any larger size than ⅛ inch which is actually ½ inch O.D.

The radiant heating system, if properly designed, is suitable for any locality. There are many installations in Canada, California, Florida and thousands in other parts of the United States.

Emphasis should be laid on proper design, for any heating system that is not properly designed cannot be expected to give satisfaction. When dissatisfaction results the type of heating system is generally blamed wherein the actual cause may be faulty design, poor installation, or improper operation.

"It snaps into place"

"from inside"

"A real advancement in window screening, easy to handle and install, and architecturally sound."

Harold Strauss, Sec'y
Harris Constr. Corp., Brooklyn, N. Y.

DURALL ALUMINUM TENSION SCREENS

"so light and flexible"

"it rolls up for storage"

"no rust or stains"

"aluminum! needs no painting"

"so good looking"

"so snug fitting"

Home owners and builders who know Durall are saying all the things you read above, and more!

With its first introduction, this remarkable new kind of window screen captured the imagination—and appealed to the good sense and pocketbooks—of home owners and builders alike. Over 2,000,000 are in use today!

FREE BOOKLET! Get our special, free Durall booklet, showing complete specifications and prices—for your files. Write today, Dept. AB-4. See Durall at your building supply dealer's.

West of the Rockies ask for Ry-Lock

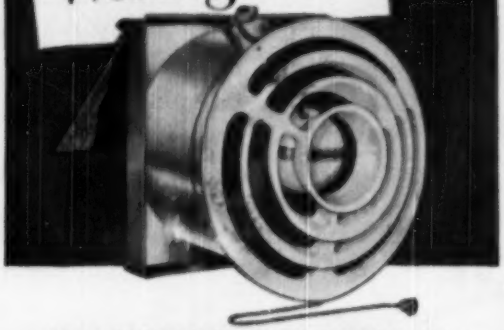
and only $3.75 for average size

Guaranteed by Good Housekeeping

DURALL
ALUMINUM TENSION SCREEN

NEW YORK WIRE CLOTH COMPANY · 445 PARK AVENUE, NEW YORK 22, N. Y.

YOU CAN BE SURE..IF IT'S
Westinghouse



WESTINGHOUSE NEW, IMPROVED

Powerair*
Home Ventilator

Clean, cool kitchens sell homes Faster

A clean, attractive, well-ventilated home is easier to sell. The new Westinghouse Home Ventilator Fan, with the amazing *Injector Grille*, can completely change the air in an average kitchen every TWO MINUTES. Now, alert builders everywhere are including the Westinghouse Home Ventilator in construction and remodeling plans.

*T. M. Reg. U. S. Pat. Off.

LOOK AT THESE FEATURES

- Modern Streamline Design
- Insulated Outside Door
- Easily Installed in Practically Any Wall Thickness
- White, Snap-on Air Injector Grille
- Easy to Clean
- Single Pull-chain Control
- Economical to Operate

FOR ADDITIONAL INFORMATION CLIP AND MAIL THIS COUPON

WESTINGHOUSE ELECTRIC CORPORATION
Fan Department • Springfield 2, Mass.

Name _____

Address _____

4AB

Westinghouse Fans

WESTINGHOUSE ELECTRIC CORPORATION
Appliance Division • Springfield 2, Mass.

Lumber Dealers Honor American Builder Editor

E. G. GAVIN, left, editor of *American Builder* accepting award of Middle Atlantic Lumbermens Association from association vice president G. Hunter Bowers at association's annual banquet

RECOGNIZING the consistent stand of *American Builder* for the orderly and economic distribution of building materials, and in opposition to socialistic trends in housing and government, *American Builder's* editor, E. G. Gavin, was signally honored by the Middle Atlantic Lumbermen's Association in January. The association, at its annual convention at Atlantic City, awarded its prized silver plaque to Gavin.

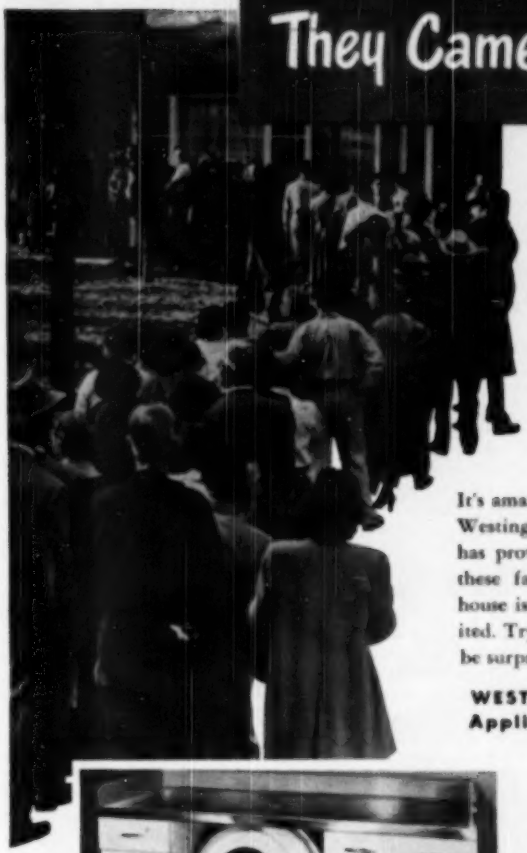
The award is made annually by the board of directors of the Middle Atlantic group to the industry figure who, in the board's opinion, has done especially outstanding work on behalf of industry and general welfare during the 12-month period. Gavin was the unanimous choice of the board, and becomes the first editor ever to receive the award, which has been made each year for the past decade. Arthur A. Hood, currently editor of American Lumberman and Building Products Merchandiser, received the award as a member of the Johns-Manville organization some years ago.

The action of the board was based primarily on *American Builder's* editorial policy of unqualified opposition to socialized housing as exemplified by both the writing and speaking of the editor. Throughout the past five years Gavin has averaged 12 major speeches annually before retail lumber dealer conventions, and has made numerous talks before civic, patriotic and public groups on the subject of socialism and its dangers to workmen as well as management. In addition, he addresses another 12 or more meetings of home builders each year, and supplements these with talks to banking, realtor, manufacturing and other business groups. These activities are in addition to actively editing *American Builder* and supervising its production every month. It was for these extra activities over and above the normal duties of an editor that the award was made.

In making the award, association vice president G. Hunter Bowers stated that if Gavin is not the best known figure to retail lumber dealers in the United States and Canada, he is one of the two or three top figures, and beyond question is as well informed and as close to the problems of retailers as anyone in the

(*Continued on page* 178)

They Came-Saw-BOUGHT!

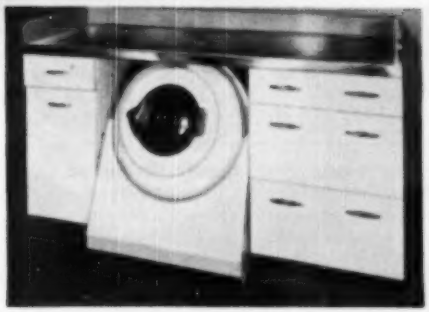


Westinghouse

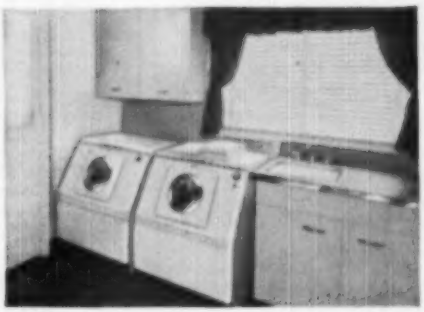
LAUNDRY EQUIPMENT Helps CLOSE Sales!

It's amazing how prospects *go for* houses equipped with Westinghouse Automatic Laundries. In city after city, this has proved to be the fact. They want the convenience these famous appliances provide, especially when the house is small and washing and drying facilities are limited. Try an installation in your next model home, you'll be surprised how it increases sales appeal.

WESTINGHOUSE ELECTRIC CORPORATION
Appliance Division • Mansfield, Ohio

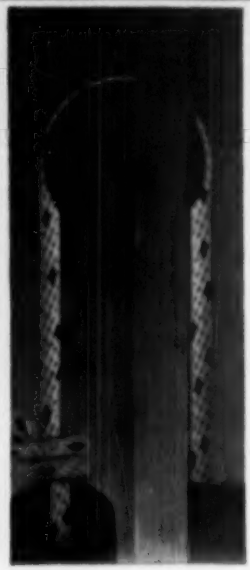


IDEA! Ingenious under-counter installation of a Laundromat, Model RL-1, increases usable kitchen work surface by 30 inches. Only a Westinghouse Laundromat can be built in, in this way.



IDEAL! Laundromat "Twins" (Automatic Washer and Clothes Dryer) need only 5 feet of wall space, do not require bolting to floor. Add little to down payment or to monthly mortgage installments.

YOU CAN BE SURE..IF IT'S Westinghouse



®

SPOT SASH CORD

Simplicity — no other device is as simple or as permanently efficient for balancing double-hung windows as the time-tested combination of Spot Cord, pulleys and weights. Perfect and permanent balance and noiseless operation are assured. There is nothing to get out of order.

The part that takes the wear is the cord — and Spot Sash Cord will last almost indefinitely. It is made of extra quality fine cotton yarn, firmly and smoothly braided, and guaranteed free from imperfections.

Identified by our trade-mark, the Colored Spots (Reg. U. S. Pat. Off.) Send for sample card with table showing right sizes for different weights.

Samson ®

SAMSON CORDAGE WORKS
BOSTON, MASS.

J. C. Nichols, Noted Community Developer, Dies

Jesse Clyde Nichols, developer of Kansas City's famous Country Club District and one of the nation's leading authorities on community planning, died Feb. 16 at the age of 69.

His career included leadership in many national community planning organizations and civic activities. He was for 22 years a member of the National Park and Planning Commission, responsible for development of metropolitan Washington; and founded and served as chairman of the Community Builders' Council of the Urban Land Institute.

Mr. Nichols was born in Olathe, Kas., in 1880. He received A.B. degrees from the University of Kansas in 1902 and Harvard University in 1903. He was a member of Phi Beta Kappa scholastic fraternity.

The Country Club District, which now serves 50,000 persons, is recognized internationally as a model for large developments. It is characterized by carefully-planned use of land, anticipation of future needs and beauty of environment. Many art objects, imported from Europe, give the district an unusual charm. He also pioneered the development of community shopping centers.

Mr. Nichols started his career in Kansas City by building a few small homes for workmen, doing much of the construction himself.

In World War II, he helped establish the government's war housing program. In 1940 he headed the Miscellaneous Equipment Division of the National Defense Council in the Office of Production Management; and in 1941 served as adviser to the Public Buildings Administration. He also aided in establishing the operating regulations of the Federal Housing Administration.

J. C. NICHOLS

Release Color Movie on Duo-Therm Floor Furnaces

A color motion picture on the new Duo-Therm gas floor furnaces, showing construction features, actual operation and service and installation short-cuts for the new models, has been released by the Duo-Therm Division of the Motor Wheel Corp., Lansing, Mich., the firm's executive vice president, M. F. Cotes, announced recently.

Cotes said that the film was produced to introduce the floor furnaces to distributor and dealer organizations, and that projectors and prints are now being used by Duo-Therm district managers throughout the country.

Other promotion pieces announced for dealers include a six-piece, full color point-of-sale display, a chrome furnace demonstration rack, envelope stuffers, and specification sheets.

Gavin Honored . . .

(*Continued from page* 176)

nation. He added that the same things undoubtedly could be said of the editor's standing among home builders as indicated by the plaque he was awarded by the National Association of Home Builders in 1949. The lumbermen's award was made at the association's annual banquet.

The plaque is a solid silver shield mounted on a walnut shield. Inscribed on the silver shield is the following: "Middle Atlantic Lumbermen's Association Annual Award, 1950. Presented to Edward G. Gavin, editor, statesman, humanitarian, for his splendid personal and editorial advocacy of the free enterprise system, his unqualified opposition to socialistic trends in housing and government and his purposeful leadership in promoting the welfare of established channels of distribution in America."

Koroseal Tile

Texfloor® Tile

Linoleum Tile

Rubber Tile

WHERE *and* WHY
to specify Sloane Quality Tile!

Enduro Tile

Asphalt Tile

SEE OUR CATALOG IN

SLOANE *Quality* LINOLEUM PRODUCTS

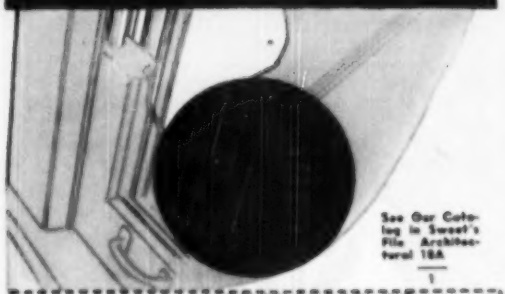
SLOANE-BLABON CORPORATION
295 FIFTH AVENUE, NEW YORK 16, N. Y.

This is the way to balance windows . . . and weatherstrip them too!

Combination

SASH BALANCE AND WEATHERSTRIP UNIT

Do two jobs at once on any double-hung window. Here is an installation on an economy frame giving an all metal sash run. Or simply "cap" old or new wood parting beads. Allmetal Sash Balance give stable sash — provides finger-tip control — cuts labor and material costs and provides better windows by weatherstripping as well as balancing. Send for complete information now.



See Our Catalog in Sweet's File Architectural 18A

ALLMETAL WEATHERSTRIP CO.
2243 North Knox Avenue, Chicago 39, Illinois

Gentlemen: Please send me complete information and prices.

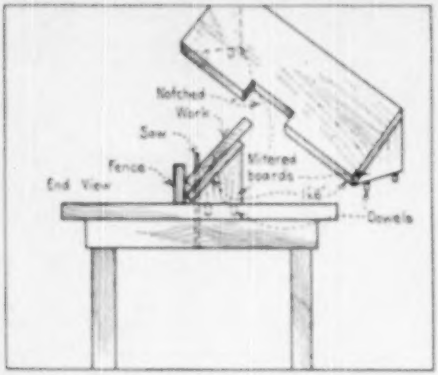
Name

Address

City Zone State

TECHNICAL GUIDE for Builders and Craftsmen

How to Bevel Boards with Circular Saw

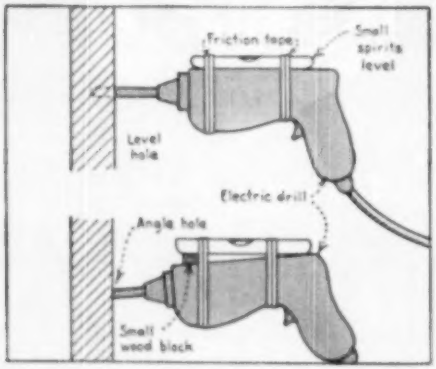


THIS jig was constructed in order to bevel the edges of a large number of boards very quickly.

The jig consisted of a 1x6-inch board about three feet long, the center of which is notched to permit passage of the saw blade. Two mitred boards are then nailed to each end of 1x6-inch board after which two wood dowels are fastened to the underside of each. Corresponding holes are drilled into the table top to hold jig in place.

In use the boards to be cut are placed on 1x6-inch board with the inside edge of work riding against the saw table fence or guide.—Submitted by Herbert E. Fey, New Braunfels, Texas.

How to Drill Holes at Same Angle



WHEN it is necessary to drill a number of holes in a wall, each at the same angle, use a small spirit level lashed to the top of an electric hand drill as indicated in sketch. This method is possible because the top of the drill case is parallel to the bit in the chuck.

To drill holes at a downward angle place a small wood block between the level and the top of drill as shown in sketch.—Submitted by Herbert E. Fey, New Braunfels, Texas.

Thrush HORIZONTAL CIRCULATOR

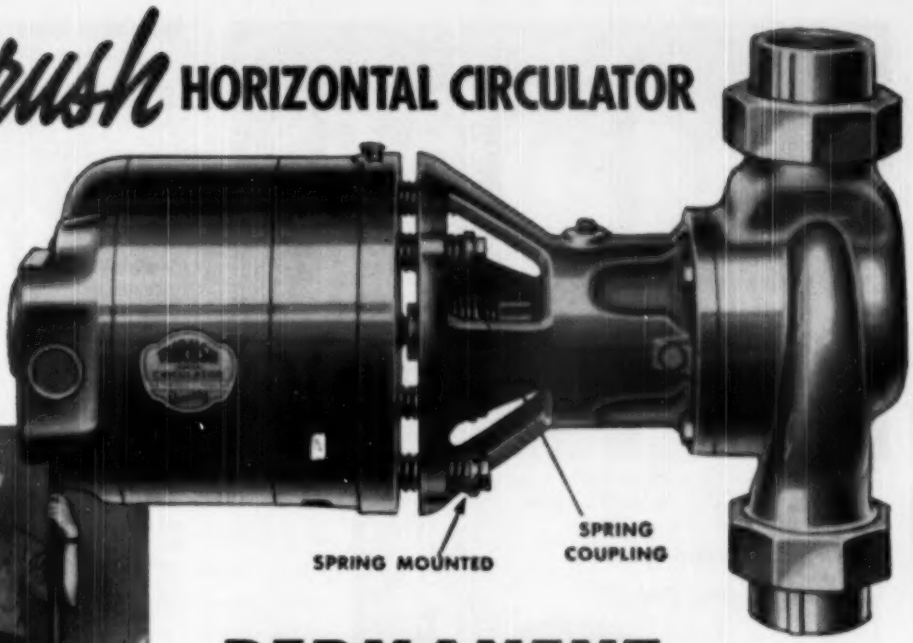


Illustration shows great strength of spring mounting which holds motor in perfect alignment always.

PERMANENT *Alignment!*

QUIET FOR A LIFETIME

THE THRUSH Horizontal Water Circulator is sturdily built, to operate efficiently and quietly throughout its life. Tempered steel spring mounting of motor to Circulator frame and patented spring coupling connection of motor and pump shafts, assure permanent alignment with smooth, vibration-free performance. The unique spring suspension never loses its resilience or sags, as no rubber is used. Sealed-in lubrication with positive oil flow over all moving surfaces, means freedom from wear and service troubles. Thrush pioneered Forced Circulating Hot Water Heat for homes, and this new Horizontal Type Circulator is the culmination of nearly a quarter century of experience in circulator building. Specify Thrush controls for real satisfaction.

Flow Control Valve

Airtight Tank

No. 4 Relief Valve

Adjustable Supply Tee

FOR MORE INFORMATION, SEE OUR CATALOG IN SWEET'S OR ADDRESS DEPARTMENT G-4.

H. A. THRUSH & COMPANY • Peru, Indiana

Bedroom closet door with Richards-Wilcox Vanishing Door Hardware. Note that the door does not interfere with the chair, and does not take up any passage space between the bed and wall.

Every home-owner is a hot prospect!

...for R-W Vanishing Doors

Another closet in same home. Note that door vanishing into wall-pocket allows placing of furniture where conventional door would swing.

Silver Streak R-W No. 1019 Vanishing Door Hangers and Aluminum Track

Chairs, beds, and tables can be arranged permanently, more attractively and conveniently in homes where doors operate on Silver Streak R-W No. 1019 Vanishing Door Hangers and Track. Only Silver Streak "opens the door" so completely to modern living convenience. The newest development in hanger and track, by Richards-Wilcox, for the hanging of lightweight vanishing doors in thin wall-pockets built in a standard 2" x 4" studded wall, Silver Streak is also adapted for use on parallel residential wardrobe doors, ¾" or more in thickness.

Rolls on Ball Bearings—The Silver Streak hanger wheel, made of fine-weave cloth base bakelite, is equipped with extra high finish ball bearings for longer wear and smoother operation.

Another Richards-Wilcox Standout

R-W's No. 030-3 Blue Streak
Self-Lubrication Door Hanger With OILITE BRONZE BEARINGS (Providing Perpetual Lubrication)
For doors 1¾" to 2½" thick, weighing up to 300 pounds . . . on garages, warehouses, factories, stores, barns and similar buildings.

1880-1950—OVER 70 YEARS

Richards-Wilcox Mfg. Co.
"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A. Branches in all principal cities
SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
ELEVATOR DOOR OPERATING EQUIPMENT

Association News

(*Continued from page 66*)

Jacksonville, Fla.—With the reactivation in January of Jacksonville Hoo-Hoo Club No. 52, Florida reached the total of five clubs. R. B. Wand of the Southern Lumber Journal presided at the reorganization meeting. The following Jacksonville officers were elected: president, Harold R. Frankenberg; vice president, John W. Baldwin; secretary, Robert Breedlove; and treasurer, Robert Morris.

Detroit.—The first formal meeting of Detroit Hoo-Hoo Club No. 28, held recently at Harmonie Hall, had an attendance of 110, with a class of 55 kittens for the concatenation. International Secretary Ben F. Springer made the principal address. Other prominent Hoo-Hoo present included Supreme Bojum Edwin F. Fischer, Milwaukee, and Joe Evans, Buffalo, past member of the Supreme Nine. The concatenation was directed by Virgil Leech.

St. Louis.—An attendance of about 100 and 14 kittens marked the latest meeting of St. Louis Club No. 6. Attending were Supreme Senior Hoo-Hoo Lyn Boyd and Elbert Lamb, of Amarillo, Texas, secretary of the Panhandle Plains No. 8.

Gurdon, Ark.—January 21, 1950, 58th anniversary of the founding of Hoo-Hoo in Gurdon, was celebrated here by the activation of a new Hoo-Hoo club. The new club has 120 members. State Deputy Snark Marvin Turnage arranged the meeting, assisted by Horace Cabe, Viceregent Snark for Southwest Arkansas. A topic of discussion was the idea of arranging a pilgrimage to Hoo-Hoo's birthplace, Gurdon.

Portland, Ore.—The second day of the Western Retail Lumbermens Association was set aside as Hoo-Hoo day. Eight kittens were initiated.

Montreal Schedules First Home Show

Montreal this year joins three other Canadian cities which held successful home shows in 1949 by presenting its first Better Homes Exposition from May 29 to April 7 at the Verdun auditorium. The show, scheduled to be held annually, is jointly sponsored by the National House Builders' Association of Canada and the Quebec Home Builders' Association.

Approximately 200,000 persons attended last year's home shows in Toronto, Calgary and Edmonton. The Montreal show will be staged under the same management. There will be 56 exhibits.

Texas Dealers Name Officers

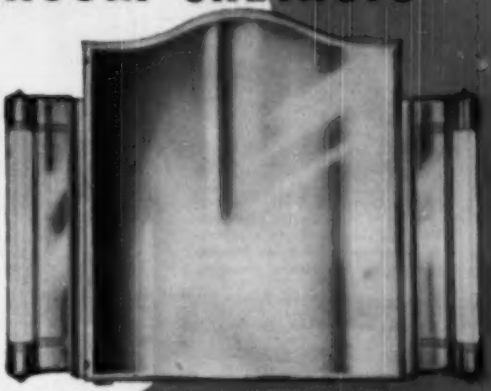
John Armstrong of Armstrong Brothers and Co. was elected president of the San Angelo, Texas, Retail Lumbermens Association at a recent meeting. Other 1950-51 officers are: F. H. Mills, Higginbotham and Co., vice president; and Clarence Knight, Knight Susen Lumber Co., secretary.

(*Continued on page 184*)

Cut yourself a Big Piece of PROFITS with

Grote BATHROOM CABINETS

The most beautiful line of bathroom cabinets ever made — with many distinctive construction features — PLUS the exclusive STOR-IN-DOOR — found *only* in GROTE cabinets. Here's a combination that home buyers and builders want — that will make you faster sales and better profits.



GROTE STOR-IN-DOOR CABINETS ARE NATIONALLY ADVERTISED

Stor-In-Door No. CL-264, featured, in Grote advertising.

Lighted and unlighted models available. No other lights needed in the bathroom with a GROTE lighted cabinet.

Starting with a convincing, colorful display in BETTER HOMES AND GARDENS, with more than 3½ million circulation, GROTE STOR-IN-DOOR Cabinets will be seen — desired — and bought in the stores that stock and display this outstanding model. Tie in with this sales-producing advertising. Put GROTE Stor-In-Door Cabinets on display in your window. Demonstrate them. You'll SELL them.

The GROTE Stor-In-Door gives you the first outstanding convenience feature in bathroom cabinets: Extra shelves in the door for added storage space, with every item in front, conveniently at your fingertips — an *exclusive* GROTE feature.

Get an Incandescent lighted — a fluorescent lighted — and an unlighted model on display today. Order Grote Stor-In-Door Bathroom Cabinets from your jobber.

Name _____

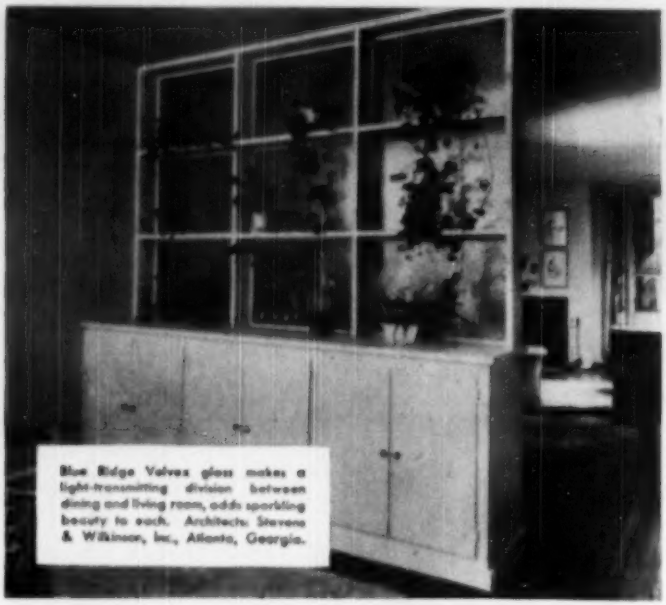
_____

Address _____

City _____

Zone _____ State _____

The GROTE MFG. CO., INC. BELLEVUE, KY.



Blue Ridge Velvex glass makes a light-transmitting division between dining and living room, adds sparkling beauty to each. Architects: Stevens & Wilkinson, Inc., Atlanta, Georgia.

how to make small homes

More Inviting

Blue Ridge *Patterned Glass* in room partitions transmits light, makes homes brighter, more exciting, easier to sell.

And—Blue Ridge *Patterned Glass* is so surprisingly inexpensive you can install entire walls on a modest budget. It provides privacy plus never-fading beauty for two rooms at once. You cut decorating costs—save on plastering and painting.

Over 20 distinctive patterns meet design requirements for every room. For special purposes, Blue Ridge Glass may be *Satinol-finished for greater opacity and *Securitized* for greater strength. See your Libbey-Owens-Ford Glass Distributor for data about glass.**

"New Adventures in Decorating"

This idea book shows actual installations of Blue Ridge Patterned Glass in large and small homes. Write for your copy. Blue Ridge Sales Division, Libbey-Owens-Ford Glass Company, 8345 Nicholas Building, Toledo 3, Ohio.

BLUE RIDGE

Patterned GLASS

Association News

(*Continued from page* 184)

Chicago Builders Conduct Comprehensive Program In Public Relations

A program which approaches realistically the long-recognized need for comprehensive and long-range public relations campaigns at local levels is now well under way at the Chicago Metropolitan Home Builders Association.

The program, one of the chapter's outstanding achievements during the past year, has three primary objectives, according to Martin C. Huggett, Association executive vice president. They are: (1) Improvement of the market for homes by counteracting the public's belief that the price of housing is now, or shortly will be, on the downgrade. (2) Stressing the value and advantages of home ownership. (3) Opposition to further government intervention in housing.

The Chicago campaign was organized when Arthur E. Fossier, regional vice president and past local president, brought up the need for it after attending a national directors meeting where public relations was a major topic. The local directors were enthusiastic and when the plan was submitted to the membership it was approved and underwritten. The cost of the campaign is being borne by individual members, in addition to their regular dues.

One of the first steps in the sustained program was to redesign the chapter seal as a "Seal of Dependability" and concurrently to distribute a first run of 180,000 pamphlets assuring home seekers they could rely on sound quality and ethical dealings from builders who displayed the seal. Members place the seal on homes being built for sale and on their offices. Precautions are taken that the seals are not displayed by non-members.

Other pamphlets already distributed are "The Home Seekers Greatest Opportunity Is Now" and "Can You Afford a $15,000 Home for Your Neighbor?—Whose Income Is Approximately the Same as Your Own." The latter states that each public housing unit will cost more than that amount and that the public will pay for it, through income tax and increases in real estate taxes.

A speakers bureau has been organized and is beginning to function. Through it speakers are made available to civic groups, church organizations, women's clubs, etc., for the coverage of any desired subject related to home building. Aids include films, slides, charts, graphs and literature.

Press coverage has been broadened and intensified. Regular releases are furnished metropolitan dailies, suburban dailies, weeklies and other publications throughout the Chicago Metropolitan area—five counties in Illinois and one in Indiana. Radio and television stations also get blanket coverage.

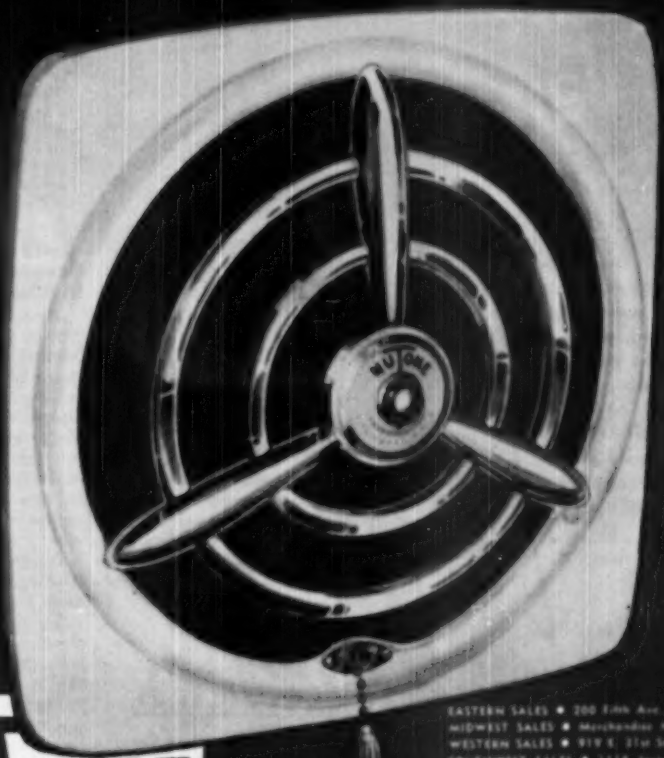
Another press service is provided which does not stress tie-ins with the local chapter, but furnishes a weekly

(*Continued on page* 186)

No Other Fan in the U.S. Can Claim All These

Outstanding Features

- MORE AIR DELIVERY—More C.F.M. than other models in the same price bracket.
- 5-YEAR GUARANTEE — Motor unconditionally guaranteed for full 5 years.
- EASIEST TO INSTALL — A screw driver is the only tool required.
- A HIT WITH THE WOMEN — Thumbscrew releases grille for quick, easy cleaning.
- PERFECT ALIGNMENT—Only three screws lock telescoping sleeves in correct position.
- SEPARATE UNIT PACKAGING — Provides flexibility in delivery and installation.
- ★ ★ ★ Also special louver switch — Removable motor and blade for cleaning inner sleeve — High temperature baked Nutone grey enamel with zinc chromate undercoat and 19 MORE OUTSTANDING FEATURES we'd like to tell you about. Just write NUTONE, INC. Dept. AB-3, Cincinnati 27, Ohio.



NUTONE

EASTERN SALES ● 200 Fifth Ave., New York
MIDWEST SALES ● Merchandise Mart, Chicago
WESTERN SALES ● 919 S. 31st Street, Los Angeles
SOUTHWEST SALES ● 1118 Jackson St., Dallas

Nutone, Inc.

MADISON AND REDBANK ROADS • CINCINNATI 27, OHIO

Electric Door Chimes

Low Voltage Transformers

Kitchen Ventilating Fans

Luminous Pushbuttons

Electric Chiming Clocks

Electric House Numbers

Association News

(*Continued from page* 184)

column on home building, remodeling and planning. These releases will deal with seasonal problems and other timely information.

National and local advertisers are being enlisted to tie-in with their advertising the industry's public relations objectives.

At its annual home show the Association will do a comprehensive job of informing the public of the amount of building being accomplished locally by private builders. Aerial photos will be exhibited showing progress in the six metropolitan counties; and directories will be available to show a breakdown by location, price and other factors of interest to home seekers.

Another innovation is the designating of "Exhibitors Days" at the Association headquarters, to which visitors outside the industry, including organized groups, are especially invited. On these days exhibiting firms furnish technical men to answer questions about the displays.

Other activities of the Association during the year have been very successful, including the annual home show, the big Chicagoland Home and Home Furnishings Festival, sponsored in cooperation with other groups, and the monthly forum luncheons which feature authoritative speakers.

'Good American Home' Program Sponsored In Cleveland

Plans are being made for the implementation in Cleveland of the "Good American Home" program by the Home Builders Association of Greater Cleveland, J. J. Madigan, executive director of the group, has announced. The program, sponsored nationally by the National Retail Lumber Dealers Association and the United States Savings and Loan League, is being carried on in Detroit with good results.

Designed to increase home sales to families in the $3,000 to $5,000 income bracket, the program presents statistics to show that, through a properly-managed budget, a well-built house can be acquired for not more than two and one-half times the family income. Comprehensive budget figures, covering all family expenditures, are outlined for prospective home buyers.

Builders in any area who wish to participate in the program arrange to build in their locality a home priced to sell for from $7,500 to $12,000. Designs for these units have been prepared by Chapman, Evans and Delehanty, New York architects. Five designs may be offered to prospects. A specification guide and material outline supplements the working blueprints.

Use Tilt Saw Table with Models K-75, K-80C, K-89

. . . makes your Speedmatic Saw

DO DOUBLE DUTY!

Always the pace-setter of electric hand saws — your present Speedmatic Portable now can be converted easily into a table saw — by means of the new Speedmatic Tilt Saw Table — simple, highly practical, conveniently set up anywhere. The cost is only a fraction of what you'd pay for a separate table saw. And you have the satisfaction of a quality-proved sawing unit — your reliable Speedmatic. Here's your chance to save and still have the finest tooling to boot.

Amazingly Easy to Make the Changeover

Simply turn back table top. It's pivoted to swing over easily. Attach your Speedmatic to bottom of table. Use screw on base of saw.

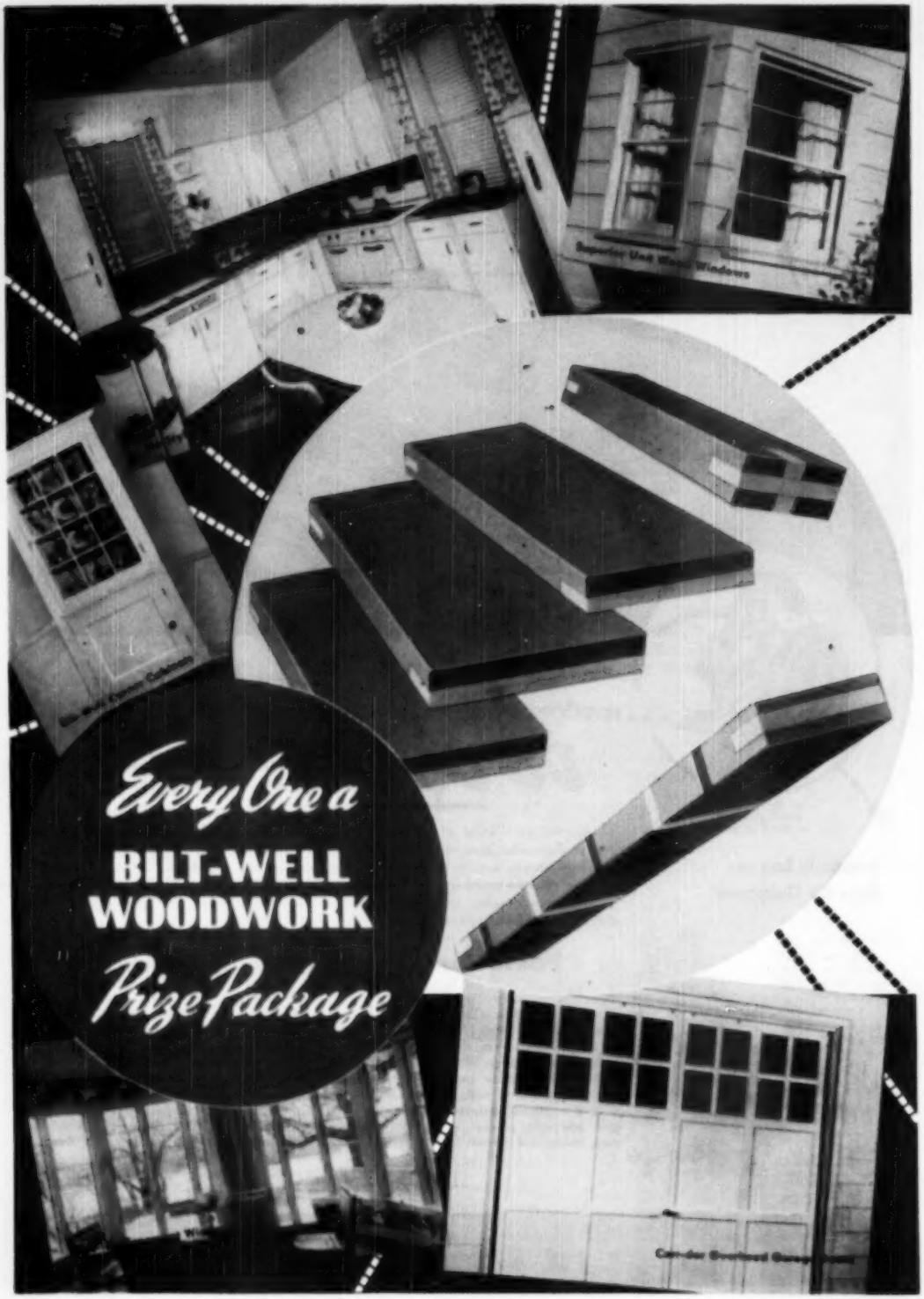
Return table top to operating position. Swings back easily.

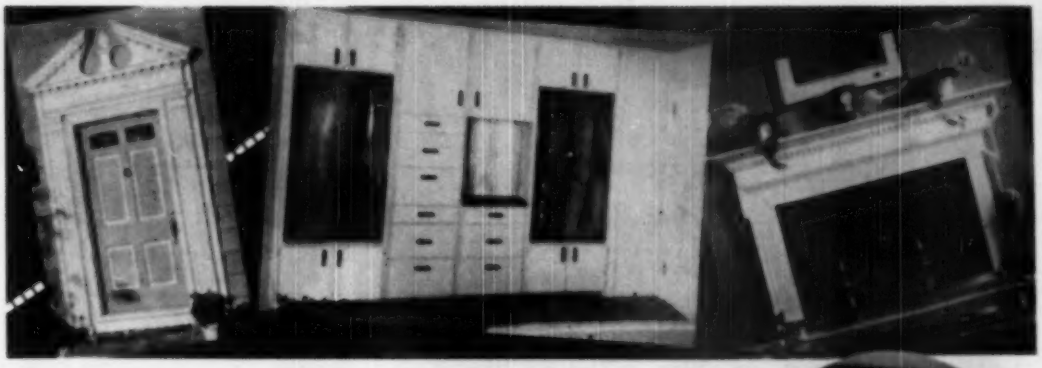
*Price includes mitre gauge and rip fence. Guard and special legs extra.

Facts *about the new Speedmatic Tilt Saw Table...*

One man can carry it — weighs only 44 lbs. Made of steel frame and rust-proof aluminum table and slide rails. Mounts anywhere on 2 saw horses — or on set of Speedmatic Table Legs (extra). Working surface (26" x 20") is precision ground for true cuts. Fence adjustment wide enough to handle 4' x 8' plywood sheets. Easily set up to saw multiple pieces for framing, angle cuts, compound mitres. Gauge with adjustable index stops assures accurate square and bevel cuts. Can't be beat for cupboards, built-in furniture and trim work. Safe, with easy controls and adjustments. Transparent plastic saw guard, mounted on splitter (extra). And remember: — the Speedmatic you've mounted on this Tilt Saw Table cuts practically every material you're likely to use in carpentry operations. See your Porter-Cable distributor today.

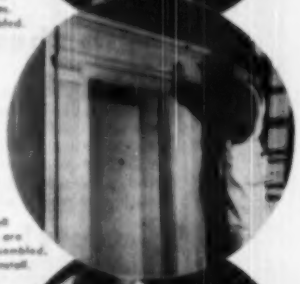
The Balanced Line


Every One a
BILT-WELL
WOODWORK
Prize Package

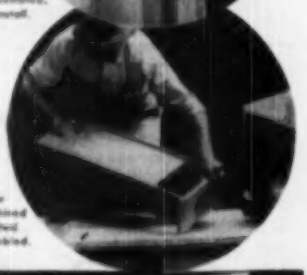


Bilt-Well Woodwork is manufactured from thoroughly seasoned, kiln-dried Ponderosa Pine. It is scientifically treated with a toxic water repellent preservative in strict accordance with National Woodwork Manufacturers Association standards.

Carr-dor Overhead Acting Garage Doors are furnished in two sections. Readily assembled.



Bilt-Well Entrances are K. D. Semi-Assembled. Simple to install.



Nu-Style Cabinets are completely machined and are furnished K. D. Semi-Assembled.

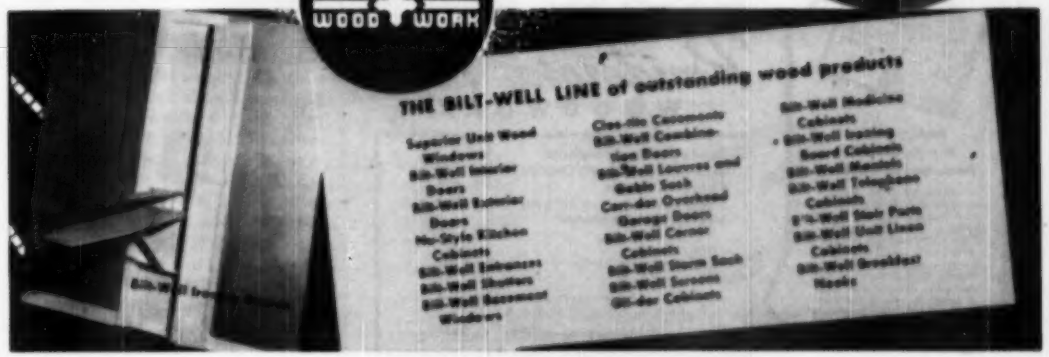
Pick a Bilt-Well Packaged Product . . . it's a "prize package" for easy handling, and when opened, notice how sparkling clean is every "stick." This protection is necessary with clean, smooth uniform textured Ponderosa Pine . . . it's the "prize" in the package that counts!

Yes, Bilt-Well Woodwork is known for "precision-made mitres,". . . for "accurate fitting tongue and grooved joints," . . . for "dovetailed drawer construction and it is known for every piece being an outstanding example of craftsmanship."

Join the users of Bilt-Well Woodwork Today

CARR, ADAMS & COLLIER CO., *Dubuque, Iowa*

BILT-WELL WOOD WORK



Wood Windows aid your planning "V" with these three "V"'s

Versatility! Ponderosa Pine windows do far more than provide a view. These wood windows help *insulate* against heat and cold . . . resist sweating, won't rust or corrode. Their surface provides an excellent base for any kind of finish. For quick, easy installation, they are available as pre-fitted, pre-assembled window units—complete with efficient weatherstripping and mechanical sash balances.

Variety! Whether the homes you plan are modern or traditional, Ponderosa Pine stock-design windows offer the *right* types for your specification. Double hung, casements or picture windows—in many styles—all are ready to widen your scope in window selection. Available in modular standard sizes.

Value! Ponderosa Pine windows are economical. Low in cost, they save money for owners year after year because they cut down maintenance problems—because they hold paint in a vise-like grip and stand a lifetime of hard use in any climate. They are available, chemically treated, to add extra years of resistance to moisture, fungus growth and insect attack.

You'll want this New Booklet about Ponderosa Pine Woodwork

—crammed with photographs of window, door, cabinet and other woodwork installations, "Ponderosa Pine Woodwork for Today's Home" is essentially an idea book. You'll want it for constant reference—and a copy is yours for the asking. Mail the coupon!

for friendly living

Ponderosa Pine
WOODWORK

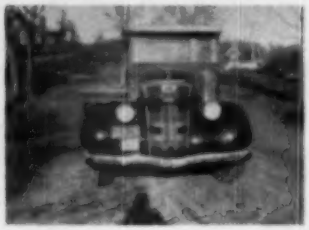
Ponderosa Pine Woodwork
Dept. TAB-4, 50 South Dearborn Street
Chicago 8, Illinois
Please send me a copy of "Ponderosa Pine Woodwork for Today's Home."

Name.....

Address.....

City.....Zone.....State.....

Look Twice at This Picture



No, you are not seeing things that are not there. The cab of this truck is definitely and purposely off center, to provide for the shelf at the left. It was devised by W. J. Drysdale, building contractor of Victoria, B. C., Canada. The truck is a GMC with a wheelbase of 131 inches. When Drysdale purchased the truck he mounted an old cab on it in the manner shown to provide a loading space on the side, 28 inches wide. There are eight feet of deck behind the cab. The 28-inch shelf on the side is 17 feet long. Chief advantages, according to Drysdale, are easy loading and carrying of long materials, and space to maneuver into parking meter areas with lumber or pipe as long as 20 feet. Even 40-foot logs, not uncommon in Victoria, and full-length wood gutters, can be loaded and transported on this unique truck without undue difficulty.

Quality—Best Salesman

(*Continued from page* 128)

of shelves carrying tools that may be used when he arrives at the next building site. On the job, Ennis "does whatever needs to be done"—anything from excavation to covering the roof.

Besides some work which is subcontracted, Ennis has a special crew of 12 men who remain with him throughout the year. Power tools are used wherever possible. These include a Multiplex Woodworker, radial arm saw made by Red Star Products, Inc.; a Stanley door planer made by Stanley Electric Tools; hand saws and sander made by Skilsaw, Inc. He uses concrete forms manufactured by Symons Clamp & Manufacturing Co.

By doing a large part of the work himself, Ennis believes he can control both the speed and efficiency of the job to make sure of achieving quality homes. Quality, he believes, is the best salesman for any house.

Carey FIRE-CHEX Shingles give you MORE than roofing ever did before!

These amazing new asbestos-plastic shingles add more value to your building projects, win more satisfied clients than any other roofing material because...

ONLY FIRE-CHEX HAVE THESE 3 BIG FEATURES

1. ***Beautiful, copyrighted, shadow-blend roof designs and charming solid colors, too!***
2. ***Up to 108 times more fire-protection from roof fires.***
3. ***Years and years more life.***

Uncle Sam copyrighted these shadow-blends — available in green, red, gray and blue.

As you can plainly see, and as owners can see, too — **Carey Fire-Chex Shingles give more value** for the roofing dollar than has ever been offered before.

But you will want the full story. So see your Carey dealer today. Let him show you the copyrighted shadow-blends and beautiful solid colors in which Carey Fire-Chex Shingles are available.

Underwriters' Laboratories Inc. ROOFING MATERIAL SQUARE CLASS A

Underwriters' Laboratories, Inc. awarded Carey Fire-Chex their Class A* label— no other roofing shingle has ever received it before.

* Without asbestos underlayment

PRODUCTS OF THE HOUSE OF **Carey**

See Sweet's Architectural File for Further Information about Carey Fire-Chex Asbestos-Plastic Shingles.

Bathroom Cabinets and Accessories • Ceramo Asbestos Siding • Tri-Tone Asbestos Shingles • Rock Wool Batts • Other Famous Products for Home and Industry.

Build EXTRA COMFORT into your houses at low cost! . . . with a PRICE Fyro-Place

On bitter-cold winter days or during the first chilly weather of fall, home owners appreciate the *extra* comfort of a heat-circulating fireplace. You can give them this important "plus" value *at* low cost, with a Price FYRO-PLACE . . . while providing them with a heat circulator of top efficiency, as well.

Here are some of the special labor and material saving features you get *at no cost* with a Price FYRO-PLACE:

1 New Decomakers simplify air passage construction, improve flow of air, save time and materials.

2 New Flexible Metal Stop on apron prevents insulation from slipping down and showing in front.

3 New feather-light Blanket-Type Insulation is more quickly applied and doesn't fall apart to cause extra work.

4 Larger Outlets and simplified construction of air passages increase volume of warm air.

5 Expansion Channels eliminate the ugly joint between face brick and fireplace form, where the masonry dries and falls out.

Make Price FYRO-PLACE a Community Habit!

Install Price FYRO-PLACE as a strong added selling point for your houses — then let the home owners help you sell as they "talk up" this real home improvement for you.

Write for "Book of 100 Fireplace Ideas" — *today!*

PRICE FIREPLACE, HEATER & TANK CORPORATION

139 AUSTIN STREET BUFFALO, NEW YORK

INDUSTRY BRIEFS

Promotion of **Curtis W. Howard** to the position of general factories manager of the Kaylo Division of Owens - Illinois Glass Co. has been announced by Division General Manager T. A. Collins. Howard has been with Owens-Illinois since November, 1943, when he joined the company as director of industrial relations in the Libbey Glass division. During the past several months, he has been administrative assistant to Collins, devoting his time to manufacturing.

* * * *

New tool introductions and accelerated merchandising programs for 1950 highlighted the annual sales meeting of **Skilsaw, Inc.**, recently held at the Edgewater Beach Hotel, Chicago. Guest speakers at the conference were Arthur H. Motley, publisher of Parade magazine, and Benjamin Bills, Chicago realtor and educator. Several completely new Skil tools were presented, as well as modernized versions of other tools in the company's line. A complete promotion program for the new Skil Home Shop Tools was outlined by sales and advertising departments.

* * * *

The appointment of **Gordon C. Estes** as executive vice president of Globe Siding Products Co., Whiting, Ind., was recently announced by Abbott Coburn, president of the organization. Estes was general sales manager for 23 years of the Lehon Co., was merchandise manager for Certain-Teed Products Corp. for two years, and most recently was affiliated with Jones and Brown, Inc.

* * * *

An increased consumer and trade paper advertising schedule is being used this year by **Curtis Companies, Inc.**, manufacturers of Curtis Woodwork, company officials have announced. Greater coverage of the farm field and small towns will be realized by the addition of new magazines reaching these areas. In addition, all the big home publications will carry Curtis Woodwork advertising on an increased schedule to run for a year.

Builders!

Get the "Specs" on the Duo-Therm gas floor furnaces!

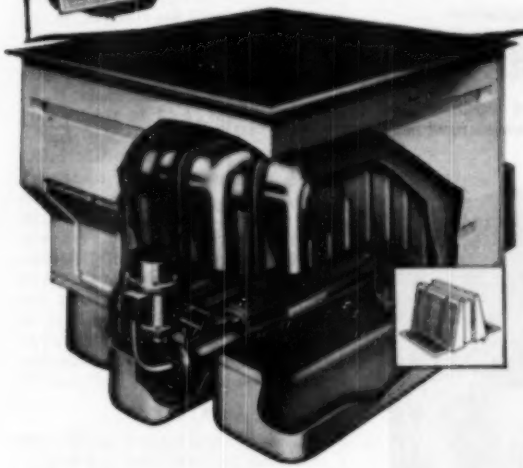
They've got features that'll make you and your buyers warm friends.

Revolutionary All-in-One Control. All controls in a single, compact unit including automatic shut-off. Standard on *all* models. Another Duo-Therm first!

Exclusive Comfort Selector—Now! Eliminates on-and-off heating. A flip of the handy switch lets you adjust the low fire setting. A *major* improvement in thermostatic controls.

Exclusive Equaflame Burner—burns all types of gas. One piece burner, special tapered design for efficient uniform flame at all ports.

Generous 10 Year Warranty.



They're built with your problems in mind

- Shipped to you ready to install.
- So compact only one joist need be cut on any installation.
- Priced so competitively you won't believe it.
- Choice of BTU inputs from 35,000 to 60,000.
- Choice of floor or dual-wall registers on *all* models.
- All models available with either thermostatic or manual control.
- Designed so most service jobs can be handled from above floor.
- Two series—4 models—shallow and standard, to fit any home.
- Waterproofed to meet regional FHA requirements.
- AGA approved.

They're sold with a liberal Duo-Therm Builder Discount Plan

This entitles you to special single and quantity discounts to fit your needs.

Remember: This is more than another line of gas floor furnaces. *These are gas floor furnaces built to the performance standards of the leader in modern heating appliances.*

These are gas floor furnaces built to *our* high standard of quality—and incorporating the savings made possible by Duo-Therm precision mass production techniques.

For your most-for-your-money gas floor furnace investment, see your local Duo-Therm dealer or distributor. Or mail coupon below.

Over 1,500,000 Warmly Satisfied Customers

DUO-THERM

Always the Leader

DUO-THERM is a registered trade mark of Motor Wheel Corp. © 1950

Duo-Therm Division, Motor Wheel Corporation, Dept. AB-4
Lansing 3, Michigan

Send me *promptly* and *without obligation* complete information on the Duo-Therm Gas Floor Furnace Builder Plan and *all* the specifications on the new line.

My name_____

Firm_____

Firm address_____

City_____ Zone_____ State_____

It's the RIGHT ANGLE for Tough Spots...Faster Jobs

CUTTING COSTS

YOU'LL be amazed at the cost-cutting, time-saving and accurate performance — in both construction, and plant maintenance — of this remarkable new Tri-Speed HOLE-SHOOTER with its 2-speed "Right-Angle-Drive" attachment. See complete kit below.

This tool not only speeds up work in the tightest corners, but also provides the right speeds for boring with bits of every size, including expansive bits and hole-saws. Pays for itself on a couple of jobs. Also suitable for drilling in steel, and concrete with carbide-tip drills.

See Your Distributor

If he cannot supply you, write us and mention his name. Immediate delivery. "You'll buy if You'll Try".

MILWAUKEE ELECTRIC TOOL CORP.
5356 West State Street, Milwaukee 8, Wisconsin

Milwaukee TRI-SPEED Kit for Contractors . . .

1 S-412 ½" HOLE-SHOOTER, ball and roller-bearing equipped . . . Jacob's geared Chuck . . 450 R.P.M.

2 *Two-Speed "Right-Angle-Drive" attachment . . . low side, 300 R.P.M. . . . high side, 673 R.P.M.

3 3 special bits for boring in wood—¾", 1⅛" and 2¼".

4 Special wrench for attaching and adjusting "Right-Angle-Drive" and Chuck.

$79.70

Adjustable "Long Arm" Accessory . . . $24.50 EXTRA *Pat. Pending

Milwaukee QUALITY TOOLS

INDUSTRY BRIEFS

A 1950 Merit Award of the American Society of Industrial Engineers was presented to the **Plumbing Ware Division of Briggs Manufacturing Co.** during a special television program in Detroit. The citation was for excellence in design, engineering and manufacture of bathroom fixtures. Company officials who received the award were E. O. Brady, general manager of the Plumbing Ware Division; W. D. Robinson, Briggs president; and W. L. Morris, sales director. Robert L. Crinnian, ASIE president, made the presentation.

* * * *

William L. Keady, former president of the United States Gypsum Co., became president and general manager April 1 of the **Marathon Co.,** manufacturers of food packaging materials with plants in Wisconsin, Michigan and Ontario. The announcement was made by D. C. Everest who held these positions, and who will continue an active management role as chairman. Keady, a graduate of the U. S. Naval Academy at Annapolis, spent 25 years in the Gypsum Co., serving as vice president in charge of manufacturing, then sales, and, from 1942 until his resignation last November, as president.

* * * *

The Upson Co., Lockport, N. Y., was recipient of a 1950 Merit award of the American Society of Industrial Engineers at a recent informal ceremony in the company's offices. The presentation was made by Robert L. Crinnian, ASIE president. His citation was as follows: "The National Board of Directors of this society has directed me to inform you that this award has been conferred in recognition of the high degree of quality attained by the Upson Co. in the manufacture of laminated fibre wall panels."

* * * *

The appointment of **G. Warren Stark** as Janitrol sales engineer in Cleveland was announced by H. C. Gurney, sales manager of the Janitrol Space Heating Division, Surface Combustion Corp. Stark attended Ohio State University. He was previously associated with L. F. Grammes & Sons, Allentown, Pa., as Ohio sales manager, and prior to that, was a sales engineer in the Cleveland district branch of the Minneapolis-Honeywell Regulator Co.

One room of real clay *Suntile* makes a wonderful sales talk for the whole house!

. . . especially when it's such an important room as the kitchen or bath.

These are the rooms that have to pass a really close inspection to please your prospects.

They'll look for beauty. And they'll find it. With Suntile's Color-Balance it's easy for you to make any room beauty-bright with harmonious color blends.

Your prospects will want to know about maintenance. And you can show them how Suntile comes out clean and sparkling with the mere stroke of a damp cloth.

When prospects ask about economy, show them Suntile's impervious, fired-in finish and its trouble-defiant real clay body. Here is lifetime durability that eliminates refinishing and redecorating expenses once and for all.

You'll be proud to point out Suntile's installation, too. It's *guaranteed perfect* by an Authorized Suntile Dealer.

These Suntile advantages are more than good talking points. *They show home buyers that you select nationally-advertised materials with an eye to quality and lasting value.*

Consult your Suntile Dealer about your next job and see for yourself. Look in your classified directory for his name, or write us.

"PERSONALLY YOURS" FREE! Send for this valuable new booklet—See how beautifully Suntile Color-Balance can work for you. See striking Suntile installations using many of our 22 wall colors, 27 colors of unglazed ceramic mosaics, 10 colors of Suntile Camargos—all new! All exclusive! Just write Dept. AB-1, The Cambridge Tile Mfg. Co., Cincinnati 15, Ohio.

WAREHOUSES

The Cambridge Tile Mfg. Co.
470 Alabama Street
San Francisco 10, California

The Cambridge Tile Mfg. Co.
941 N. Citrus Avenue
Los Angeles 38, California

SUNTILE OFFERS YOU BOTH • BETTER TILE • BETTER INSTALLATION

Pick the doors that help you *Sell!*

Here's how to beat your competition to the draw! Equip your houses with the doors that combine eye-appeal and buy-appeal—"Modernfold" accordion-type doors.

They help you sell:

. . . Because they provide for utmost livability and usability of every square foot of floor space your client pays for.

. . . Because the plastic-covered fabrics, concealing the sturdy metal frame, are a constant delight to your prospect's eyes.

. . . Because "Modernfold" doors have dramatic showmanship built into them—you can present it, demonstrate it, and cash-in on it!

Thus, "Modernfold" doors make your homes more salable—and they can save you the price of trim, jamb, hardware, painting, etc.

Let us show you how little it can cost to give the homes you build the plus values of "Modernfold" doors. Mail coupon for the "Modernfold" door story today, or look in your telephone directory under "Doors" for the name of our installing distributor.

the door that folds like an accordion

modernfold®

by NEW CASTLE

NEW CASTLE PRODUCTS
NEW CASTLE, INDIANA

In Canada: Modernfold Door Company of Canada, Limited, Montreal

NEW CASTLE PRODUCTS
P. O. Box 831
New Castle, Indiana

Gentlemen:
Please send me full details on "Modernfold" doors.

Name.....

Address.....

City.....State.....

INDUSTRY BRIEFS

The appointment of **George W. Westfall** as manager of market research for Hotpoint, Inc., has been announced by Fred J. Walters, vice president of marketing. Westfall, a graduate of Northwestern University, has had more than 15 years' experience in the field of market research and commodity analysis. He is a Navy veteran of World War II.

* * * *

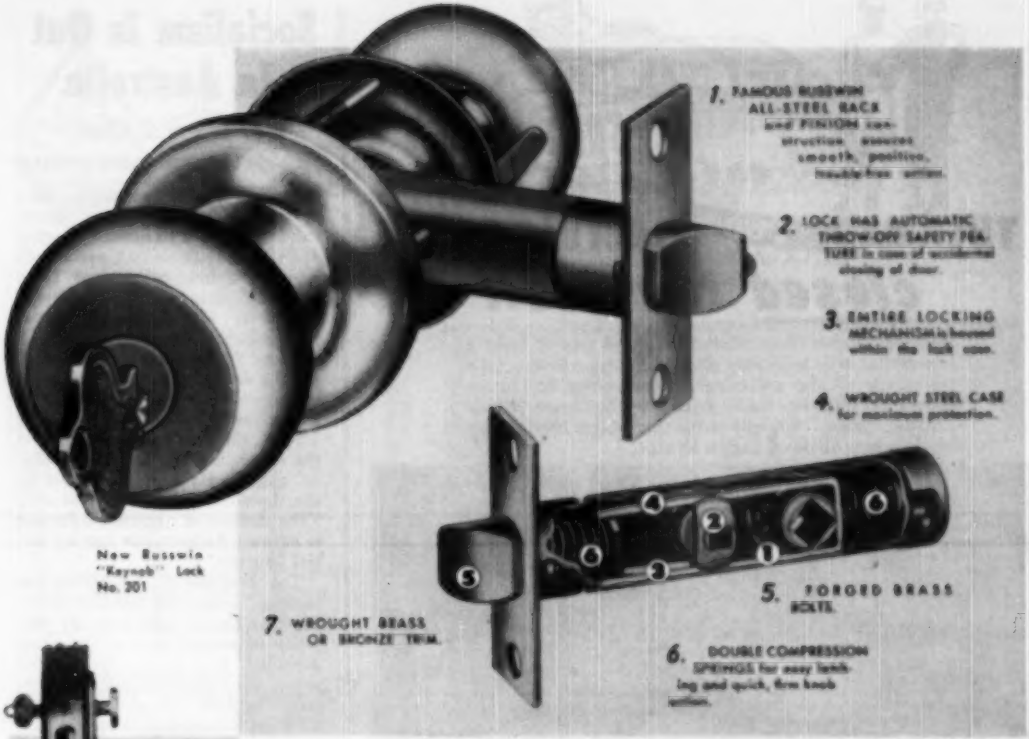
Election of **Lee A. Brand**, vice president of the Empire Stove Co., Belleville, Ill., as chairman of the National Committee for Liquefied Petroleum-Gas Promotion was announced at a recent meeting of the committee in Chicago. He succeeds the late John C. Pankow, director of sales for the Detroit-Michigan Stove Co., who died Nov. 30.

* * * *

Frank E. Parsons has been appointed to the staff of the National Mineral Wool Association as technical engineer, it has been announced by W. R. Wilkinson, Association president. Parsons, an alumnus of the Massachusetts Institute of Technology is widely known for his work in industrial, building and equipment uses of insulation and equipment. He was formerly vice president and general manager of Insulation Industries, Inc., Janesville, Wis.

* * * *

Harold E. Farris, of Portland, Ore., has been named manager of field sales of American Kitchens newly expanded sales department, it has been announced by F. F. Duggan, general sales manager of the American Central Division, Avco Manufacturing Co., Connersville, Ind. Before joining American Central, Farris was general manager of the Stubbs Electric Co., Portland, one of the West Coast's oldest and largest appliance distributors.



New Russwin "Keynob" Lock No. 201

Russwin No. 0230 Night Latch with ball bearing cylinder

Russwin No. A0250 Night Latch with auxiliary dead lock latch and ball bearing cylinder

Russwin No. [illegible] Woburn bath and bedroom set with easy action locking lever

For your bottom dollar the top quality tubular lock and latch line RUSSWIN

You'd expect to pay more for Russwin quality in tubular locks and latches — but you don't have to. They're easy to install, reversible for any hand of door. The exclusive Russwin all-steel rack and pinion latch stays smooth, trouble-free for life. See the complete line of tubular locks and latches at your nearby Russwin dealer's. Russell & Erwin Division, The American Hardware Corporation, New Britain, Conn.

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THERMADOR Bilt-in ELECTRIC RANGE

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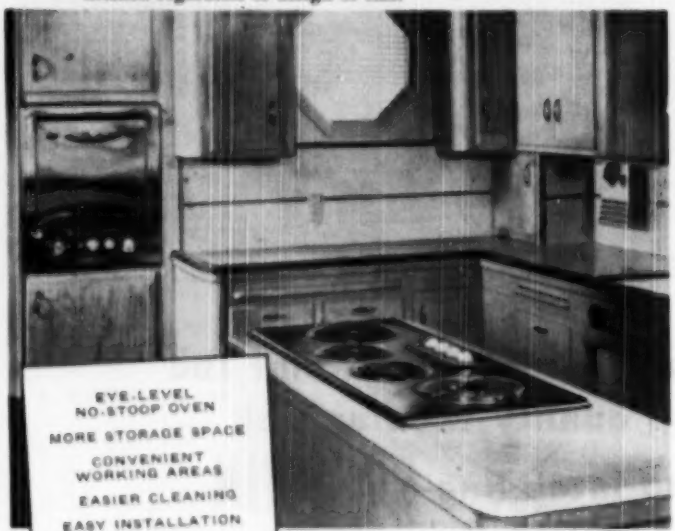
Build a kitchen that women like and you've built a house that will sell! Stay ahead of competition...take advantage of the unlimited opportunities for better design and efficiency made possible by the famous Bilt-in Electric Range...the *only* range that adapts itself to *any* kitchen regardless of design or size.



Oven and cooking top are separate units, to be installed independently, adjacent to storage and work areas. Lifetime Stainless Steel, cooking top and oven blend well with all materials and colors. Brick, tile, linoleum, wood, formica, etc., have all been successfully used. *Cost May Be Included In Original Financing Plan.*

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Socialism Is Out In Australia

By Ernest S. Elliott,

Managing Editor, "The Australian Builder"

THE people of Australia have strongly affirmed their confidence in Free Enterprise by voting out a Labour-Socialist Government which had held office since 1941; and this despite the unbounded prosperity and full employment throughout the country.

Many reasons can be advanced for the sweeping nature of the Socialist defeat, some of them real enough as contributing causes; but I think the political awakening of the people was due to a fundamental cause, admirably expressed by the London Times when it said "The decline of Socialist influence is because Labour has lost its initial impetus."

The doctrine of "something for nothing" under the label of Social Services cannot fool even the majority of people most of the time, provided Free Enterprise is prepared to publicly expose the fallacies as they are expounded by Socialist planners. And people who have lived free lives within a democratic framework will not accept dictatorial legislation and regimentation such as Socialists offer as a panacea for alleged national ills if they are made to realize that their personal liberties are at stake. The "creeping paralysis" of Socialism has, I feel, been realized in Australia as a blood-brother to Communism and firmly rejected.

The new Liberal-Country Party Government led by Prime Minister R. G. Menzies faces the big task of "unscrambling the addled eggs." It has the substantial voting majority of 27 in a Parliament of 121 members, and a team of able Ministers many of whom have previously held senior office. One of the biggest tasks will be the sorting out of a large army of temporary public servants who have been in redundant or overstaffed Government departments and returning them to industry. Under the Socialist regime, the total of public servants in Australia increased by over 100 per cent between 1939 and 1949, until it represented one-third of the total wage and salary earning population.

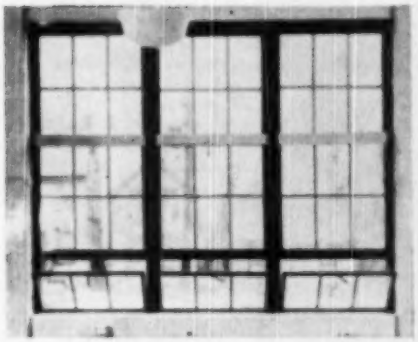
Broad policy of the New Government has been clearly defined and

(*Continued on page 200*)

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON *Double-Hung* STEEL WINDOWS SERIES 138

solve *quality* problems...



(Left) Interior and exterior views of Truscon Series 138 Double-Hung Steel Windows in North Street School, Hagerstown, Maryland. A. J. Klinkhart, Architect. N. S. Early & Son, General Contractor. Top photo shows window with sill ventilator. Bottom photo also shows Truscon Donovan Steel Windows used in school gymnasium.

Truscon Series 138 Double-Hung Steel Windows in Park Lake Apartments, Hempstead, Long Island, New York. Samuel Paul Associates, Jamaica, New York, Architects. Sol G. Atlas, Great Neck, New York, Contractor.

with *economy* prices

The Truscon Series 138 Double-Hung Window has a high-style appearance with a common-sense price. It is so smart, so sensible, so dollar-saving that in standard designs it may be used with a generous hand in any size or type of residential structure. The sill-vent design is particularly adaptable for use in schools. Sash members are of welded tubular construction. Long, quiet, trouble-free action assured by motor-type spring balances with tapes of Republic Enduro Stainless Steel. Complete factory weatherstripping in stainless steel. Modular standards. Wide range of types and sizes offers unusual design opportunity.

Free illustrated literature on request.

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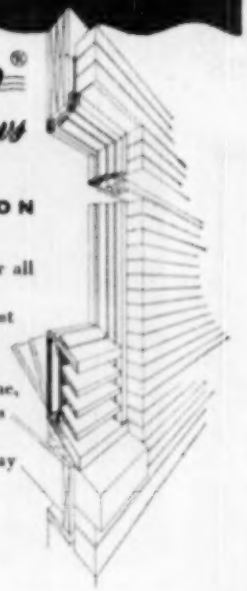
ENGINEERED ALL-WEATHER *Windows*



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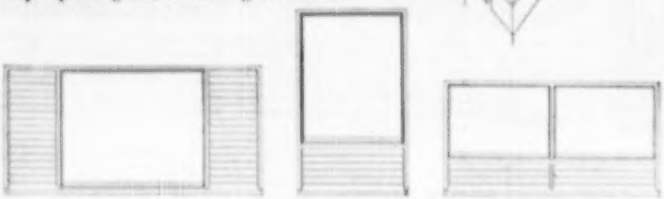
Provide maximum visibility plus a minimum amount of infiltration or heat loss. Suitable for all kinds of weather conditions . . . adaptable to almost any architectural specification. The most outstanding development in today's modern building. Louvered sections are placed at top, bottom or sides of stationary window pane, according to design requirements. Baffle doors regulate circulation of fresh air, winter and summer. Screens concealed in *air-flo* section may be removed from inside for cleaning. Solar areas can be glazed with single, double or triple plate glass, according to climate.



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SOLAR AIR-FLO windows can be installed in any and all kinds of wall construction. The unit comes assembled and ready to place, complete with all exterior trim. No precision work or special tools are required. Special sill construction, glazing compound and stops used, supply a snug job . . . no moving parts or mechanical devices . . . no rattle, sticking, swelling or shrinking. Rain and snow cannot enter, even on windy days.

Window frames and all sectional parts are precision-built of both treated wood and extruded aluminum, according to customer's requirements for building or remodeling. Solar Air-Flo windows can be used effectively in homes, commercial and institutional buildings, factories . . . combine beauty with utility. Learn more about these versatile units and their reasonable cost. Send for free literature and specification data, without obligation.

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Socialism Is Out . . .

(*Continued from page* 198)

can be summarized under the following headings:

Banning of Communism with legislation prohibiting Communists from holding any office in Government departments or Trade Unions.

Repeal of the Bank Nationalization Act and restoration of a Directorate to the Commonwealth Bank, thus removing it from direct political control.

Legislation amending the Commonwealth Constitution making it mandatory on future Governments to obtain the consent of electors by referenda before introducing any laws to nationalize sections of industry or commerce.

Encouragement of Free Enterprise but opposition to cartels.

Full development of national resources.

Stabilization of prices for primary products, particularly wool and wheat.

Close liaison with Britain and U.S.A. on matters of international policy.

Compulsory Training (in lieu of the voluntary system now operating) for age groups of Navy, Army and Air Force.

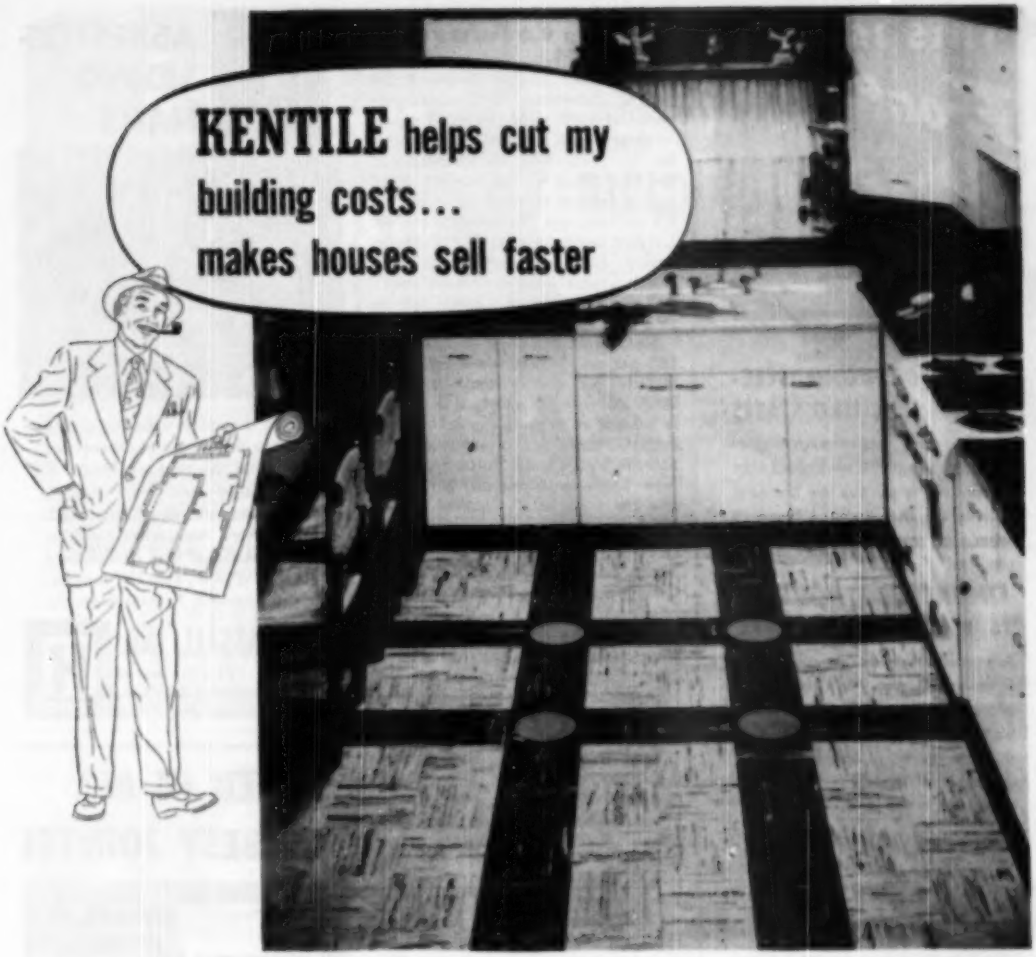
Revision of Social Service legislation.

The speeding up of Building Construction, particularly housing.

There are many other policy points worthy of mention but the people feel that if Prime Minister Menzies can work within the ambit of those given above, Australia will have returned to sane, democratic government and face an era of golden opportunity and development.

The building industry which faces a huge programme is now expectant of being able to get on with its task more speedily. The new Government will concentrate on encouragement of material production and import, also immigration of skilled workers and a possible adult training scheme. The Minister of Works and Housing, Mr. R. G. Casey, who is also Minister for Development and a trained Engineer, is an outstanding organizer and administrator. He is approachable and seeks the advice of industrialists rather than backroom planners. The building industry through its various Associations will maintain close liaison with Mr. Casey and afford him and the Menzies Government full co-operation.

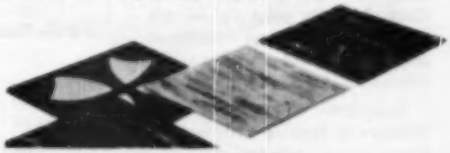
(*Continued on page* 202)



MORE AND MORE BUILDERS are cutting their costs with low-cost Kentile. They find, too, that Kentile speeds construction because it can be walked on right after installation—doesn't hold up other work. It's easily and quickly installed over any sound underfloor or directly on concrete in contact with the earth... ideal for non-basement homes or for use with radiant heating methods.

Remember, too, Kentile gives extra sales appeal to new homes. It offers the newest, smartest colors. Decorative inserts (ThemeTile and Kenserts) can be added to give individual "custom-made" touches at surprisingly low cost.

Your customers read about Kentile's long-wearing beauty and ease of cleaning in *American Home, Better Homes and Gardens, House and Garden, Ladies' Home Journal, Women's Home Companion, Small Homes Guide and Saturday Evening Post.* That's why the Kentile name helps clinch sales. Get all details about Kentile from your flooring contractor.



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A new idea in housing—not prefabricated, not "canned", but pre-cut and panelized to your plan or ours. Economical, flexible, quick to erect . . . engineered for savings and livability! They fill a need with a full stride.

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at White Rock (Los Alamos), New Mexico . . . hustled tailor-designed houses into Killeen, Texas . . . White Sands, Shreveport, La. Houston knows the impact of Engineered Houses fitted to a special need . . . and Pauls Valley, Okla. . . . Topeka, Kans., Pueblo, Colo.—the list goes on. All are engineered for utmost livability at the lowest possible cost. Versatile, planned right, priced right!

Investigate this revolutionary advance in housing construction! Phone, wire or write for full details.

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December '49 Lumber Stocks Up 3.6 Percent From 1948

Total retail lumber stocks at the end of December, 1949, were estimated at 4.806 million board feet, an increase of 3.6 per cent over December 31, 1948. With the exception of the East South Central region, there was a general increase in stocks of 8.8 per cent over November 30, 1949. Largest increases were in the Pacific region (11.5 per cent), the East North Central region (9.8 per cent) and the West North Central region (9.3 per cent).

Sales of all reporting regions were 18.9 per cent below November, 1949, and 17 per cent below December, 1948. All sections indicated decreases in sales from those of November, the largest decreases occurring in the Mountain region (31.5 per cent), the New England region (29 per cent) and the East South Central region (26.7 per cent).

Yale to Offer Graduate Course in City Planning

A new program in city planning, leading to the degree of Master of City Planning, has been established in Yale University's Department of Architecture. The new program will begin next summer and will require two years of study.

Prof. George Howe, chairman of the Yale Architecture Department, said that the program will be on a graduate level and will be open to a limited number of architects, landscape architects, civil engineers and others who already hold a professional degree in a related field.

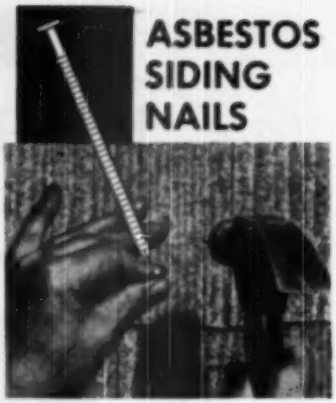
Christopher Tunnard, Associate Professor of City Planning, will be director of planning studies in the program. He has headed the section on city planning in the Department of Architecture for the past five years.

The graduate program will be an expansion of the city planning courses offered at Yale since 1937.

Socialism Is Out . . .

(Continued from page 200)

Socialism is not dead in Australia and the Communist influence in Trade Unions is very strong, therefore plenty of trouble lies ahead. But Australia is NOT going to drift into a Socialist State and will remain what its pioneers intended it to be, a democratic Commonwealth of people pledged to freedom of the individual, loyalty to its British traditions and constitutional government by the people for the people.



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Hassall threaded asbestos siding nails are the choice of contractors throughout the country. Made of bronze and steel with plated finish. Note threaded shank which guarantees maximum holding power. Made of #14 gauge wire (.082) in 1", 1¼", 1½", 1¾" lengths. Advise quantities. Prompt shipment.

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Established 1850
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SEEN IN ALL THE BEST JOINTS!

- Mixes easily
- Spreads evenly
- Sets slowly
- Sands smoothly
- Won't burn through
- Won't shrink, check or crack

More dry-wall construction means more demand for Reardon's Joint Cement. This preferred Joint Cement produces smooth, rigid joints which disappear completely under paint or paper. A "must" item for decorators. Stock up NOW!

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You Can
BUILD FASTER at LOWER COSTS
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ALL-STEEL
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STRENGTH TESTED
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BUILDING POSTS

Structurally acceptable by F.H.A., Steel-Strong Building Posts are favored by construction men because they are quick and easy to install, and deliver satisfactory performance and trim value for the life of the building.

No other building post surpasses Steel-Strong in strength, safety, appearance or economy. It is made from new steel, rigidly inspected, cleaned and painted with an everlasting Rust-Ban paint that resists rust and corrosion in the dampest areas. Before you buy compare!

Brite-Lite
COPPER BEARING
GALVANIZED STEEL
AREA WALLS

Brite-Lite Area Walls are specially designed to reflect maximum of light into the basement. The sparkling finish requires no paint or other protective coating. The rolled top edge and special corrugations add rigidity—increase durability.

The wall attachment flanges of Brite-Lite are flattened to assure tight anchorage and facilitate quick, easy time-saving installation. Holes are punched entire length of flange with top holes elongated for bolts or lag screws. Can be installed when foundation is finished and back filled with earth immediately. Available in either the round or straight types in a wide assortment of sizes.

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For New Homes or Old
The Nation's *Most Popular*
ADJUSTABLE POST
TEL-O-POST
NOW Redesigned

Where you need support Tel-O-Post provides the answer. No other adjustable post offers you the safety and advantages of Tel-O-Post—the original and best now redesigned for even safer, easier installation! Available in four sizes—most common size adjusts from 5'-0" to 8'-4". Safe load 12,500, maximum load 22,000 lbs.

Tel-O-Post comes in a trim ultra carton complete with full instructions that enables simple, easy, one-man installation. And because Tel-O-Post is controlled from basic ore to finished product, dealers and users alike are assured of highest quality at lowest possible costs. Use the coupon to write for any further information required.

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Report Low Construction Costs for "Far West" Prefabricated Homes

LOW erection costs have been reported by builders using Wollander "Far West" prefabricated homes produced by W. A. Wollander of Tacoma, Wash., small home designer and color planner. The West Coast Construction Co., a Madison, Wis., firm, completed framing of 60 of the houses, to the stage of application of sheathing, at the rate of 10 houses a day, requiring only 32 carpenter man hours and 8 crane hours to erect the pre-assembled sidewalls, gables and trusses.

Wollander has developed a truss-type construction which requires no support from interior walls. One of his widely-used designs is a one-story house which contains 862 square feet of floor area, including three bedrooms, dining alcove, kitchen, storage room, furnace room and bath.

An attractive wall of Roman brick features the bedroom-end of the living room, which also contains a fireplace and a furnace. The furnace is screened from view by a panel of brick. Picture windows are used to advantage and the plan permits handy use of a terrace and garden.

Color plays an important role in the Wollander homes. Unusual light shades are combined with deep colors to achieve interesting effects. In one of the homes erected in Seattle, a long, unbroken wall in the living and dining area is deep coral, repeating the coloring of the brick wall. Deep green has been used in the kitchen, making for a pleasant working atmosphere and a contrast to the white of the cabinets.

Considerable built-in storage space is provided. On the exterior, terraces, planting boxes and trellises add interesting details.

According to Wollander the engineering of the sections of the house is simplified to the point that "carpenters cannot help but build the house the way it should be built." He said that an advantage of this type of construction was the elimination of much of the need for supervisory personnel.

Five services included in Wollander's "package price" were listed as follows:

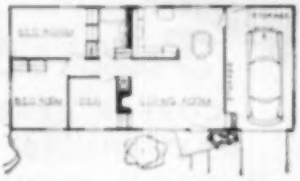
(1) Consultation service which makes available to the builder the designer's wide experience in planning, building and selling.

(2) Streamlined plans which assure the maximum of livability with a minimum of cost.

(3) Careful study of the plot plan

(*Continued on page 206*)

DESIGN of W. A. Wollander home now under construction in Madison, Wis. and Seattle, Wash.



FLOOR plan of typical Wollander home

Crawford Marvel-Lift

Stylist **GARAGE DOOR**

gives your homes that

NEW LOOK for '50

—on the OUTSIDE—where it stops 'em!

This home could have looked commonplace, with no more exterior eye-appeal and buy-appeal than a hundred others. BUT —Crawford Marvel-Lift Stylist garage door, with modern decorator styling and matching front door and shutters, gives this home CUSTOM STYLING and stunning eye-appeal that make it a standout.

The STYLIST has flush, hardwood, hollow-core sections, easy and thrifty to decorate with simple, applied moldings and distinctive color schemes. Same treatment on shutters and house door produces unique ensemble—new, different, fascinating. Women rave over these beautiful effects, and thousands answer our ads in House Beautiful, American Home, Better Homes & Gardens, Small Homes Guide, etc.

The STYLIST is a winner. For more dope, call your local Crawford Door Sales Company listed in your Yellow Pages, or write us direct. Dealership inquiries are invited.

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FREE KIT

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Main Plant: 29-401 St. Jean Ave., Detroit 14, Michigan

20th Anniversary

WHY I INSTALL *Midwest Steel Kitchens"*

1 "SELLABILITY"

The Midwest line was designed specifically for use by contractors to CUT KITCHEN COSTS without sacrificing utility and "SELLABILITY." Exclusive Midwest features make homes and apartments easier to sell . . . easier to rent.

2 TOP QUALITY

Midwest features are of the caliber usually found only in higher priced lines. Among these features are Bonderizing, Du Pont Dulux finish baked on, sound-deadened doors and drawers, welded construction and semi-concealed hinges.

3 LOW PRICE

Here's what builders dream about — a top-quality line in a low-priced field. Pricewise, the Midwest line is competitive with obsolete wood cabinets, while offering superiority in durability, beauty and stability of all steel cabinets. Can be entirely financed through F.H.A.

4 FLEXIBILITY

You can't beat Midwest versatility! Sizes of units are adapted to package kitchen setups, which means that they may be adapted to a maximum variety of floor plans by using the sink fronts and the floor cabinets in various combinations.

YOU INSTALL THE BEST WHEN YOU INSTALL MIDWEST
Popular Priced Steel Cabinets

MIDWEST MFG. COMPANY
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HERE'S HOW TO BUILD SALES APPEAL INTO YOUR HOUSES *at low cost*

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use THIS SERIES HOOKUP

use THE **PACEMAKER** OIL-FIRED BOILER

Here's a modern heating combination that home buyers today are going for "in a big way." Burnham BASE-RAY* Radiant Baseboards *are* every woman's choice. Connected in series, the installation saving in dollars is substantial. Hooked up with Burnham's sensational, oil burning PACEMAKER, lowest cost cast-iron boiler on the market, you'll save dollars *again*. Result: A modern, efficient radiant heating installation that actually costs no more than most ordinary heating systems. Try it for *Sales Appeal*. Use the coupon for full information.

*Reg. U. S. Pat. Off.

CAST IRON — *Both BASE-RAY Radiant Baseboards and PACEMAKER are made of cast iron, the metal which combines excellent heat conductivity with life-long service. Its durability has proven it to be superior to all other metals. Many cast-iron Burnham Boilers are still giving dependable service after more than a half century of use.*

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"PIONEERS OF RADIANT BASEBOARD HEATING"
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Please send literature giving complete information on BASE-RAY Radiant Baseboards and PACEMAKER Boiler.
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PAINE "SUDDEN DEPTH" DRILL BITS

make it possible to place the anchor without cleaning the hole!

Now you can drill even the hardest materials easier and faster. The *new* Paine *"Sudden Depth"* Drills are equipped with automatic dust ejector — a thin, durable wire wound around the shank that spirals the dust and dirt out of the hole as you drill. Holes are kept clean, permitting the drills to bite into concrete and masonry with maximum speed and with less wear. You save valuable time on the job . . . no dust to dig and to blow out . . . no dust explosions. Get Paine *"Sudden Depth"* drills with the automatic dust ejector today. No increase in prices.

Paine *"Sudden Depth"* drills, with automatic ejectors, are immediately available in round shank models from ¼" to 1" sizes inclusive.

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Offices in Principal Cities

The Best Craftsmen Always Take PAINE'S

Low Construction Costs . . .

(Continued from page 204)

FULL-LENGTH wall panel being guided into place. A light crane facilitates the operation

to assure a maximum of individuality as to the houses in juxtaposition.

(4) A blending of contemporary and traditional exteriors which have proven to be very acceptable to the general public.

(5) A co-ordinated color system which gives both individuality and unity to an entire development.

States in which the homes are being built include Washington, Oregon, Montana, Colorado, Wisconsin, Illinois and Michigan.

Mobilhomes Corp. Announces Nationwide Expansion

An announcement was recently made by Mobilhomes Corporation of America that the Long Bell Lumber Co. will build about 25 Mobilhome plants this year.

Mobilhomes, with main offices in Bakersfield, Calif., offers a method of producing custom-built homes on an assembly line in about three days for each house. Mobilhomes can license a builder to build one of the plants at an average investment of $100,000. Homes, in the process of completion, move out of a plant along an assembly line, passing through ten stages before final completion at the end of the line. Completed, they are set on rubber tired wheels, pulled to their destination, then set down on a foundation or concrete slab floor which has been prepared ahead of the completion date of the house. In some instances, houses have been moved from a Mobilhomes plant as far as 200 miles, though, according to Hugh Curran, Mobilhomes president, 100 miles is a practical distance.

Long Bell, with main offices in Kansas City, Mo., is one of the largest retail lumber companies in the world, and has 120 retail outlets in

(Continued on page 210)

"How in blazes do you save on heating?"

"It's a cinch! I use

Norge Heat"

FOR ONLY 3% to 7% of your home building budget, you can get Norge Heat—automatic gas fired and oil fired units, complete with ducts and registers!

Prospective home owners like to get modern, automatic heating equipment in which they can place their confidence. Norge Heat units, backed by the resources and reputation of Borg-Warner Corporation, add extra value and extra sales appeal to your homes!

Automatic, gravity or forced air Norge Heat furnaces are available for homes of any size and type. More and more prominent builders are finding that these factory-wired, "packaged" units save time and installation costs.

HANDY SPACE-SAVER!
A BORG-WARNER EXCLUSIVE

This gas fired Norge Heat space saver is only 12¼" deep! 52 inches wide—*fits between the studding!* . . . yet has filter and powerful Sirocco-type blower for full winter air conditioning. Use it as a wall furnace, space heater, or utility room furnace with ducts. Built-in plenum chambers and draft diverter cut installation costs to the bone.

LOW PRICE SPECIAL!

Attention! Builders of basement homes!—in spite of rising steel and labor costs, Norge Heat is now offering quality gas fired gravity furnaces at the lowest price in its history. Fully automatic units—complete with burners and controls.

STOWAWAY PACKAGES

Only 20" high, these low-cost, automatic oil fired units can be hung from floor joists of basementless homes, suspended from ceilings, set on attic floors. Filter and powerful blower.

A UNIT FOR EVERY APPLICATION—EVERY FUEL

Winter Air Conditioners
Gravity Furnaces • Stowaway Packages
Convertible Furnaces • Floor Furnaces
Boiler-Burner Units • Water Heaters

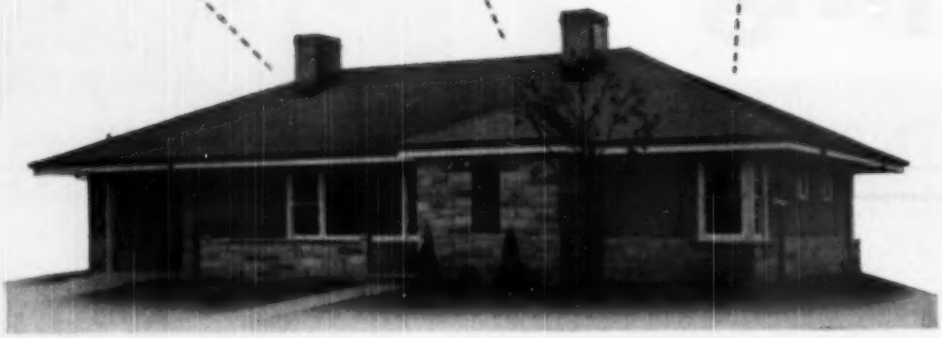
Look for your Norge Heat dealer in the Classified Section of your telephone directory or write to . . . 672 E. Woodbridge St., Detroit 26, Michigan

NORGE HEAT
Division of Borg-Warner Corporation

Living's a treat with NORGE HEAT

Roofed with K&M "*Century*" Asbestos-Cement Shingles

Modern Style **More Durability** **Moderate Cost**



K&M No. 5 Red "Century" Asbestos-Cement Shingles enhance this smart home.
Architect: Mr. William Z. Bone
Allentown, Pa.

One of your plainest, strongest sales points for K&M Asbestos-Cement Shingles is fine appearance. Add in low-cost application, plus recognized freedom from maintenance, and you're fortified with the best selling clinchers for owners.

You can see how you'll save time and do a good job with the easy-to-handle 24" K&M Shingle units—ready punched and notched for accurate alignment, using only two nails per unit. There's owner-economy too, assured by extra years of protection against any weather—rust and rot—rodents—fire—upkeep cost. All the while, these K&M Shingles preserve any roof's eye-appeal, with their lastingly attractive texture and *built-in color*. The choice of White, Black, Spanish Red or Surf Green meets every idea of beauty, just as surely as you can meet every demand for economy with K&M "Century" Shingles.

By saving money for you and for users, K&M Shingles build up your business and profits.

Neat, sound work made easy by K&M Roofing Shingles in 24" units (as shown).

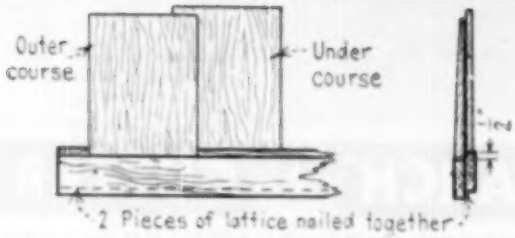
You can apply K & M "Century" Shingles over wood-shingled or composition roofs. See your K & M Dealer for full particulars, or write us direct.

Original manufacturers of Asbestos-Cement Shingles in this country

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

IDEAS for Apprentice Craftsmen

How to Lay Double Coursed Shingles

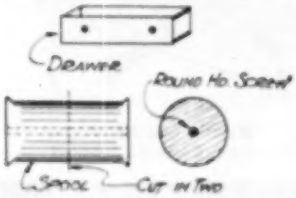


IN DOUBLE coursing shingles on the exterior wall surface of a house, two pieces of lattice are nailed together to form a guide when placing shingles in position.

This guide, which is securell to wall with light finishing nails, provides a perfect line to work from, and is easily handled by one man.—LeRoy Bradley, Lorain, Ohio

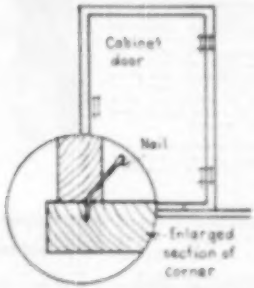
HOW TO DO IT * HOW TO DO IT * HOW TO DO IT

How to Re-use Old Spools



EMPTY wood thread spools cut in half can be used as drawer knobs for a summer cottage or workshop cupboards.

Cut spool in half placing cut face against the drawer and securing spool in position with a round head screw.—R. C. Kempf, Tecumseh, Mich.



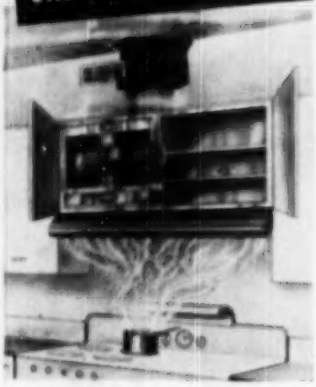
How to Toe-nail Boards

FOR a proper hold in wood, bend ½ of the length of finishing nail with claw of hammer before nailing. —Ernest A. Theis, Medford, L.I., N.Y.

Stay Tight with KAY-TITE
FOR MASONRY ONLY
For further information write
KAY-TITE COMPANY
DEPARTMENT 550
West Orange, N. J.

The most MODERN kitchen ventilating system

TRADE-WIND
SUPER CLIPPER
CABINET VENTILATOR



Installs in cabinet over range...double inlets provide COMPLETE ventilation

Only the Super Clipper Kitchen Ventilating System—made by Trade-Wind—exhausts cooking fumes and heat from *both the stove and at the ceiling level.*

This newest development is installed in metal or wood cabinets directly over the stove.* The twin squirrel cage blowers produce 600 CFM—more than sufficient power to trap all cooking heat, grease and odors from the range top as well as through the second inlet at the ceiling. The motor is equipped with a 2-speed control. Two metal air filters are provided. Both a fold-under hood and stationary hood are available and both are optional.

No other kitchen ventilator can do the *complete* job that the Super Clipper accomplishes. And no other ventilator offers the architect, the builder and the home owner the versatility and efficiency which the Super Clipper provides for the modern kitchen.

*Several manufacturers now build metal cabinets especially for the Super Clipper. Wood cabinets can also be built on the job. Trade-Wind does not provide the cabinet.

Write today for complete information.

TRADE-WIND MOTORFANS, INC.
5705 S. Main St., Los Angeles 37, Calif.

Mobilhomes . . .

(Continued from page 206)

the United States. "One thing that interested us in Mobilhomes," said John F. Everett, president, "was the turnover. If you can get a fast turnover in home construction, you can make money."

Curran, who invented the Mobilhomes idea, said "Houses on an assembly line sell themselves." Potential buyers can watch the houses through every stage of construction; see all the materials that go into them, and see how they are constructed. Each home carries a one year guarantee and a Mobilhomes builder must service any defective elements during that period.

"Our homes have to be built more strongly than the average conventionally built home," Curran stated, "since they have to be moved on wheels. Floor joists, for instance, are of 2x12's.

Some of the cities where Mobilhomes plants have been erected include Chicago, Milwaukee, Wis.; Gary, Ind.; Minneapolis, Minn.; Amarillo, Tex.; Phoenix, Ariz.; Reno, Nev.; Sacramento, Los Angeles, Bakersfield and San Diego, Calif.

LIFE magazine photographer leaves barge that has delivered a Mobilhomes house across body of water. San Diego, Calif., is in background

1949 Record Year for Home Mortgage Liquidation

Nearly a million American families were able to pay off mortgage debts on their homes last year, according to the United States Savings and Loan League. The League said the 1949 total was the highest for any year on record. Included in the peak total of mortgages paid off were approximately 35,500 that had been issued to World War II veterans under the GI Bill.

Remember to renew Your AMERICAN BUILDER Subscription

MONARCH CUTTER

FOR ASBESTOS SIDING AND SHINGLES
GUARANTEED 100% Non-Breakable

NOW, AT LAST
MALLEABLE IRON CASTING

The Monarch Asbestos Siding and Shingle Cutter in malleable iron gives you the 100% guarantee against broken castings. Because of its metallurgical structure, malleable iron is the ideal material for this cutter. The Monarch gives greater toughness, higher resistance to corrosion and will stand up to heavy and repeated impact.

The Monarch has a front end nose punch, notcher, and precision cutting blades.

Angle guage is optional.

27" Monarch . . . $39.50
32" Monarch . . . 45.00
(FOB Fort Worth, Texas)

WRITE FOR FREE DESCRIPTIVE FOLDER

TRI-STATES Building Materials Company, Inc.
P. O. Box 1476
Fort Worth, Texas

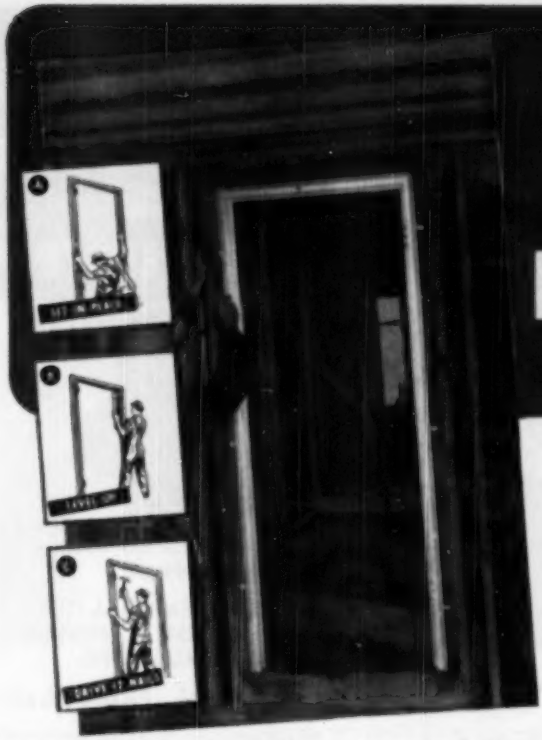
AVAILABLE IN 27" AND 32" SIZES

MAIL THIS COUPON

TRI-STATES BUILDING MATERIALS CO. AB
P. O. Box 1476, Fort Worth, Texas

Please send me, without obligation, information on Monarch Cutter in malleable iron.

Name _____
Company _____
Address _____



A—SET IN PLACE B—LEVEL UP C—*DRIVE 12 NAILS
IT'S THIS A-B-C FAST AND EASY

*Applies to wood construction; anchors used with masonry.

NOW YOU CAN

INSTALL STEEL DOOR FRAMES

10 TIMES AS FAST!

beat multiple unit frames and trim on every count... yet Steelcraft Steel Door Frames Cost Much Less

It's a fact . . . 10 to a dozen one-piece Steelcraft door frames can be set up in the time required for one multiple unit frame and trim. Think what a saving on erection cost—*and Steelcraft frames cost less to begin with than comparable jambs and trim of other materials.* Steelcraft is *permanently* better looking too . . . won't crack, warp, swell or shrink because it's steel . . . reinforced mitred corners can't open. And—

CHECK THESE EXCLUSIVE FEATURES

1. One piece all-welded combination door frame and trim.
2. All corners reinforced by specially designed plates.
3. Hinges spot-welded to frame—screen door hinges also applied at factory when required.
4. Finished in a special paint baked on.
5. Finish provides improved surface for final painting—eliminates one field coat of paint.
6. Welded spreader bar at bottom insures perfect alignment for installation. Provides a solid unit for shipment.
7. Completely enclosed dust box welded to frame.
8. Solid brass universal type strike plate will fit all types of locksets.
9. 6½" wide standard frames eliminates interference of door and screen door knob.

Steelcraft offers a complete line of one-piece steel door frames for interior or exterior use—dry wall or plaster type—for any type of door.

Mail the coupon for complete details and specifications.

NEW STEELCRAFT "SPACEMAKER" STEEL SLIDING CLOSET DOORS ELIMINATES COMMON CLOSET DEFECTS

No longer are you restricted to old-fashioned swinging doors that make closets unhandy to use and interfere with furniture arrangement. Steelcraft's new SPACEMAKER sliding steel closet doors actually make more useable space inside and outside the closet AND give direct access to every part of the closet interior. Doors come as a complete packaged unit ready for installation with Steelcraft Door Frames. Or doors can be purchased—less frames for use with wood door frames. No cutting—no fitting—no unnecessary extras when ordering the complete packaged unit. Mail the coupon for full details.

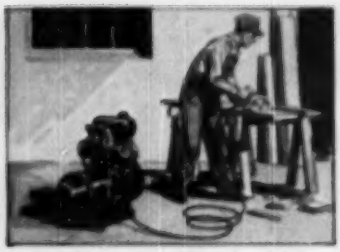
MAIL THE COUPON TODAY

STEELCRAFT MANUFACTURING CO.
9190 Blue Ash Road, Roosmoyne, Ohio (In Greater Cincinnati)
Please send me full information on item checked.
☐ Steelcraft SPACEMAKER Sliding Steel Doors
☐ Steelcraft One-Piece Steel Door Frames

Name _____
Company _____
Address _____
City _____ *State* _____
My Position _____ *Type of Business* _____

STEEL Craft

STEELCRAFT
MANUFACTURING COMPANY
ROOSMOYNE, CINCINNATI, OHIO



Save time,

reduce costs with this portable

KOHLER

ELECTRIC PLANT

Take your own electricity with you and be free of inconvenience, delays and expense of power-line hook-ups or plugging in at neighbors. Operates electric saws, drills, pipe threaders and cutters. Plug in several at one time. Has a rating of 1000 watts for general use and 1500 watts maximum for intermittent duty. Operates tools having universal (AC-DC) motors. Weighs only 75 pounds. Convenient handle for easy carrying. Powered by easy-starting, four-cycle, air-cooled Kohler engine. Complete with ½ gallon fuel tank. Low in cost. Many other sizes available. Write *today* for folder K-10. Kohler Co., Kohler, Wisconsin. Established in 1873.

Model 1M5K12, 1000 watts, 115 volt DC. Manual control. Length 18", width 14", height 22".

KOHLER OF KOHLER

Plumbing Fixtures • Heating Equipment
Electric Plants • Air-cooled Engines

LETTERS
to the Editor

Rammed Earth Method

Sir: The other day I came across an *American Builder* dated November, 1924. Glancing through it I came upon several interesting articles. One in particular was "Rammed Earth For Building." In this article Dr. Harry B. Humphrey, a Washington scientist, used the rammed earth method. If possible, could you furnish me with the information regarding the present state of the house. Also, if recent photographs are available I will guarantee their safe return.

J. H. Cuddeford,
North Vancouver, Canada

Dear Mr. Cuddeford: *American Builder*, if possible, will honor your recent request. It will also interest you to know that we have recently secured information on the rammed earth method presently being used in Australia, and we plan to publish a story on this in the near future.—The Editor.

Watch Those Shingles!

Sir: Refer to page 240 of the February issue and note proper nailing for Asphalt Three-Tab shingles. Please tell men shingling roof on cover that they are not nailing same properly. Evidently the artist is not familiar with good building practice.

Lawrence Strable,
Saginaw, Mich.

Dear Mr. Strable: Congratulations for an astute observation. I have consulted both the men on the roof (February cover) and our artist who assigned them to their nailing job—and they admit they, too, should have read page 240.—The Editor.

Like Technical Guide

Sir: I have subscribed to the *American Builder* since 1935 and I think it is the best building magazine published. I am especially interested in the short cut methods printed each month.

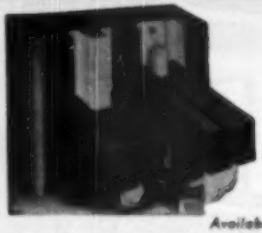
Arthur Rich,
Rockport, Mass.

Sir: Enclosed find check for $5.00 for my renewal to *American Builder*. Have been an on and off subscriber since about 1914 (then the magazine was American Carpenter & Builder). Much of the information given is not of great value to me,

(*Continued on page* 214)

The Milwaukee Combination

SASH BALANCE
and
WEATHERSTRIP



Available with or without bronze covers that completely hide spring, as shown above.

PERMITS REMOVAL OF SASH WEIGHTS, INSULATION OF MULLIONS.

Slash Labor Costs!

Simple installation allows one man to easily install 30 or more windows in 8 hours. No high-priced skilled labor needed. This means you can get more satisfied customers at lower cost . . . higher profit!

Tops in Operation!

Smooth, positive action; accurate balance; finger-tip control plus the perfect seal against draft, dust, moisture. No wood-to-wood contact. Prevents sticking windows and window rattle.

EFFICIENT LOW COST — *TESTED... APPROVED ACCEPTED!* — **FOR OLD OR NEW BUILDING**

ATTENTION MILLS AND LUMBER YARDS
IDEAL FOR PRE-FIT WINDOWS
Can Also Be Sold in Single Unit Packages

Mail this coupon today!

Milwaukee Strip Service, Inc.
4621-23 W. Lisbon Ave.
Milwaukee 8, Wisconsin

Please rush me folder A-4 and price list of Milwaukee Combination Sash Balance Weatherstrip.

Name _____

Address _____

City _____ Zone ____ State _____

An AllianceWare { Vanity Lavatory and Rim-seat Tub } *All in a 5 x 7 Bathroom*

● Big home luxury in the small home or apartment with a bathroom as small as 5 x 7.

That's what you can offer when you plan the installation of this new AllianceWare vanity lavatory and a full 5-foot AllianceWare tub—a modern rim-seat tub, and a lavatory with wide counter top and ample drawer space.

The vanity lavatory combination can be either right or left. Lavatory basin is AllianceWare—porcelain-on-steel, with stainproof easy to clean, lustrous surface. Vanity counter is plastic-covered sheet material. Drawers and cabinet are of wood. The convenient hassock seat also serves as a clothes and towel hamper.

For greater convenience in larger bathrooms, twin combinations, as well as powder room vanity lavatory installations, suggest intriguing possibilities. Yes—AllianceWare fixtures are available in white and a selection of colors.

If your plumbing contractor hasn't become AllianceWare-wise, write us for complete information on AllianceWare bathtubs, lavatories and sinks.

ALLIANCEWARE, INC. • Alliance, Ohio
Bathtubs • Lavatories • Sinks

AllianceWare

Nail down this siding deal now!

Re-siding season is here! To get in on fast, *fat* profits — nail down a deal with Kaiser Aluminum Siding *now!*

You'll be tying up with a new kind of siding that has advantages offered by no other material. For home owners it means *permanent* beauty, low first-cost, no upkeep costs. For *you* it means quick sales, high profits.

Goes on fast and easy. Nails applied to one edge only. Exclusive curved surface gives extra strength, assures watertight joints. Has permanent baked-on paint finish.

Made of tough, high grade aluminum. No buckles, wrinkles or "oil cans." Can't rot, rust, or warp. Can't be damaged by termites. Resists fire.

We'll supply you with a full set of red hot sales and merchandising tools. But hurry — re-siding season is here and profits are passing you by! Write today for free AIA file and name of nearest jobber.

Kaiser Aluminum Siding is produced by Kaiser Aluminum & Chemical Corporation.

Kaiser Aluminum

SIDING

Sold by Kaiser Aluminum & Chemical Sales, Inc.
Kaiser Building, Oakland 12, California

Letters

(*Continued from page 212*)

but it keeps me posted on what's new in the building line. The Technical Guide for Builders and Craftsmen I find quite useful. My chief gripe is that you print the Guide on both sides of the sheet. Why not put the Guide on one side and advertising on the other so the information could be filed to better advantage?

A specialist in kitchen remodeling and small jobs.

Liked January Issue

Sir: I'd like to express in behalf of the plywood industry, directly to you as well, the full appreciation of the value of this edition in bolstering long-term demand for Douglas fir plywood. It is exceptionally well done, I believe, and I was personally pleased with how thoroughly the editors delved into the subject in order to ferret out that information about plywood and its uses which would appeal to, and be helpful to, your readers. In my opinion your staff did great work in organizing the material and the presentation. The plywood use story should prove interesting and helpful to your subscribers. And therein lies the value, both to *American Builder* and to the manufacturers of Douglas fir plywood, of your fine efforts.

Winston H. McCallum,
Publicity Director,
Douglas Fir Plywood Association

Sir: I enjoyed the January issue very much, as the interest in plywood is definitely increasing as your articles mentioned. More information on the installation of plywood on interior walls would be very interesting also.

Gene D. Nesbett,
Crown Point, Ind.

Losing Glamour?

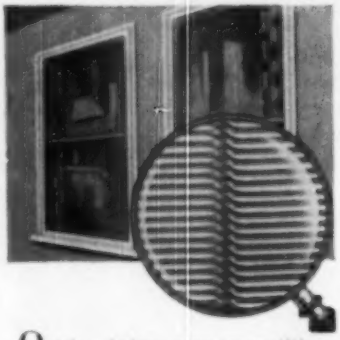
Sir: The editorial in the February *American Builder* clearly pictures the growth and evils of the "Welfare State." It should be losing its "glamour" in all reason, but is it?

You are familiar with the refusal of the Mennonite and Amish people to take subsidies of any kind. They have consistently repudiated in a practical way, and in what seems to me to be the only effective manner, the encroachment of Statism. (Of course they won't fight either, but that's another story).

Feeding at the public trough has

(*Continued on page 216*)

Grab profits with this cooling device now!



Quick — before your competition beats you to it! Sew up a deal for Kaiser Aluminum Shade Screening in time for the big, *big* profit months!

Kaiser Aluminum Shade Screening keeps hottest rooms as much as 15° cooler — by means of thin louvers which block the sun but not the view.

It's a profitable *new* kind of shading, cooling and screening device. Does the work of Venetian blinds *plus* awnings *plus* insect screening — at one tenth the cost of all three!

And now it's ready to make fast profits for you! Available in regular or tension frames from sash and screen manufacturers, and in 50-foot rolls from jobbers.

We supply ad mats, sales tools, merchandising devices — to make sure you have a *sure* thing with Kaiser Aluminum Shade Screening! Get in touch with us fast for more details, for free AIA file and for name of nearest manufacturer or jobber!

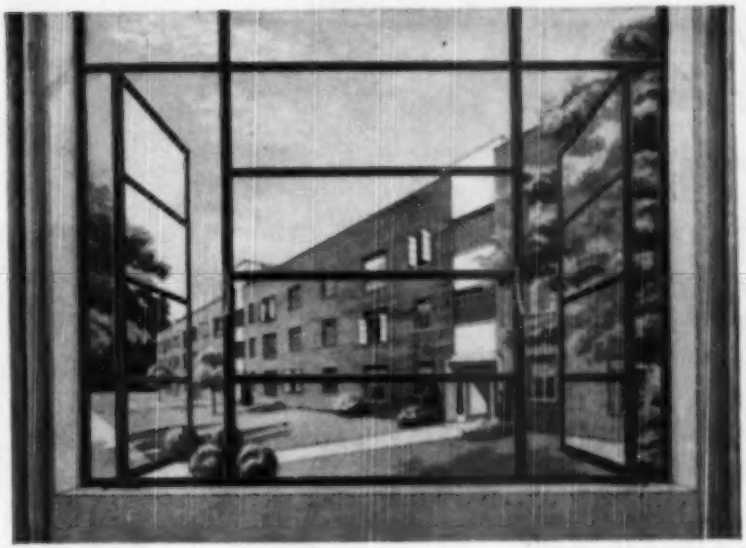
Produced by Kaiser Aluminum & Chemical Corporation.

Kaiser Aluminum

SHADE SCREENING

Sold by Kaiser Aluminum & Chemical Sales, Inc.
Kaiser Building, Oakland 12, California

Rosewood Garden Apartments, Tuckahoe, N.Y., equipped with Lupton Steel Casement Windows. Architect: Dollner and Conofiero, N. Y. N. Y. Builders: Gracely Building Corp., Bronxville, New York.



Rental Housing At Its Best

See how this Lupton Casement Window combines beauty with economy . . . provides trim, modern appearance, abundant daylight and controlled, draft-free ventilation at low building cost.

Check these economy features of Lupton Metal Windows: (1) Easy-to-install, they save time on the job; (2) Available for immediate delivery from warehouse stock; (3) Complete with finest operating hardware.

Lupton Metal Windows are precision built at every point—will not warp, swell or shrink. Neat, metal frame screens and glass insulating panels are easily attached on the inside of the window.

Lupton Casements available in steel and aluminum. Catalog with list of representatives sent on request.

MICHAEL FLYNN MANUFACTURING COMPANY
700 East Godfrey Avenue, Philadelphia 24, Penna.
Member of the Metal Window Institute

LUPTON
METAL WINDOWS

for **FRENCH DOORS**

CASEMENT WINDOWS

DUTCH DOORS

STALL DOORS

ADAMS-RITE patented bolts are stronger, easier to install, keep their original finish

Adams-Rite, the originators of the exclusive extruded design in Surface, Slide and Cremone Bolts, is still the only source for all styles! This patented construction with concealed guides eliminates all unsightly straps and scratching. Solid brass throughout. Four screws to each bolt insure rigid strength. Installation is easy and error proof and adjustments are made on the job without taking the bolt apart. Spring tension gives uniform pressure at all points.

RITE SURFACE BOLTS

All 5 widths of rods—5/8", 1/2" and 3/8"—have the extruded design. Lengths to 48". Harmonizes with any architectural design. Mortise and rim strikes furnished. 10 standard finishes.

RITE SLIDE BOLTS

Extruded design in 2 sizes—2 1/2" x 1/2" and 3" x 3/4". Ideal for stall and Dutch doors and for use in place of mortise and gem bolts. Surface, rim and mortise strikes furnished. 10 standard finishes.

RITE CREMONE BOLTS

New narrow, modern design enhances French windows and doors. Especially suited to very narrow wood or metal sides. Rods, all with extruded design, in 5 widths—5/8", 1/2" and 3/8". Reversible as to hand. One or 2 handles available. Thumb button deadlock optional. Mortise, rim, angle and surface strikes furnished. 7 standard finishes.

50TH ANNIVERSARY 1900—1950

ADAMS-RITE MANUFACTURING CO

Letters

(*Continued from page 214*)

become almost universal. Even business men, large and small, while paying lip service to the ideas you express, storm the RFC and FHA.

Dollar values of all forms of subsidy fluctuate, but I believe statistics will show that the number of cases is on the increase. If this is true, indications are that the "popularity" of Welfare State ideas is not declining as you hope.

Accurate figures on the number of cases benefiting from the various forms of government "dole" during 1949 would be very interesting. This would include:

1. Number of Government employees engaged in all "welfare" bureaus both U. S. and State.

2. Beneficiaries of: Veterans Administration, Old Age Benefits, Unemployment Insurance, Farm Aid of all kinds. Loans to business (RFC); subsidies to carriers; loans to individuals (FHA and VA). Dependents of these beneficiaries should be included where applicable.

This is a formidable list, and I'm afraid would show the building industry is a major "feeder." Few have the courage to resist Federal "benefits."

Robert B. Schaal,
Independence, Ohio

Sir: This is the first time I ever wrote a publication. I am sorry that the tone of my letter is critical instead of complimentary. All this had to do with an editorial you wrote for the February issue of *American Builder*. It was titled "Welfare State—Losing its Glamour."

In the beginning, I want to make this one point clear. I am in no way attempting to influence your editorial policy simply because I buy space for clients in your fine magazine. I have no right to do that. I would not attempt it. I am writing you on a man-to-man basis only.

I merely want to call your attention to something I feel very strongly and that is, the Welfare State is not slipping in our counters, it is gaining. Has the plan for nationalizing medicine been abandoned? No! Has the plan to expand government ownership of electric power been curtailed? No! Has the government activity in

(*Continued on page 218*)

100 Plus Hammer Tops in nail hammers. 16 oz. drop forged, fine alloy steel. "Evertite" processed. Perfectly balanced.

More for your money in STANLEY TOOLS

No. 5 Plane 14" long, 2" cutter. World's most popular plane. Rosewood handle and knobs. Feels light in the hand.

Proved best on the job — where quality counts — Stanley Tools are used most . . . bought most by builders. The choice of skilled workers for 98 years, Stanley Tools are expertly designed . . . help do a better job, faster, easier. The No. 5 Plane and the 100 Plus Hammer are typical tools from the complete Stanley line. See for yourself the extra value in Stanley Tools at your local hardware dealer's . . . they're your best tool buy. Stanley Tools, New Britain, Connecticut.

Write for your free copy of Catalog 34 — a handy guide for tool users.

THE TOOL BOX OF THE WORLD

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS

ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Westchester County Home, New York
Architects, Morris & O'Connor; builder, Wilbur L. Crow

These windows will travel 1,000 miles this year

ENDURANCE IS *one* characteristic of a fine operator. Year in, year out, during dry spells and damp days, in sunshine and snow, an operator must respond instantly to the touch of a finger. It is a life of stop and go, of twists and turns, of open, close, open, close . . .

That's why architects, builders, contractors, casement manufacturers, building material dealers, hardware jobbers and dealers specify, use and carry the Getty line. That's why *Getty operators are found on more casement windows than all other operators combined.*

Write for our descriptive brochure D. It contains complete information on our three operators (internal gear, external gear, horizontal drive) and our specialty hardware for every type of *wood* and *metal* casement.

H·S· GETTY & Co., Inc.

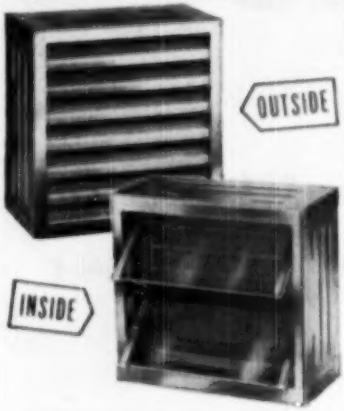
3348 NORTH 10th STREET PHILADELPHIA 40, PA.

2 *New* Single Unit GLASS BLOCK VENTILATORS

ECONOMY WEATHER-BLOC with stainless steel louvers—permanent on the outside and adjustable on the inside—½ savings in cost. Available in 6-inch and 8-inch sizes.

UTILITY WEATHER-BLOC has permanent stainless steel louvers on the outside and adjustable glass louvers on the inside. Available in 6, 8 and 12-inch sizes.

Economy and Utility Weather-Bloc are well adapted for basements and other low level locations where glass louvers might be subject to breakage.



STANDARD WEATHER-BLOC with glass louvers on the inside and the outside. Blends in perfectly with glass block panels. Available in 6, 8 and 12-inch sizes.

WEATHER-BLOC takes no longer to install than a single glass block—simply set in place of a glass block. Used in HOMES, STORES, OFFICES and INDUSTRY. WEATHER-BLOC offers controlled ventilation . . . aluminum screen inside retards rain, snow, dirt and insects . . . no sacrifice to beauty or privacy . . . permanent stainless steel body.

In Old or Newly Completed Glass Block Panels where Ventilation is Desired, Break Out Single Glass Block and Replace with Weather-Bloc.

Available Through Your Glass Block Dealer or Jobber
Also Nationally Distributed by Winco Ventilator Co., Inc.
533 Bittner Street, St. Louis, Missouri

WEATHER-BLOC

TRADE MARK — PATENT PENDING

AIR RECTIFIERS, Inc.
3750 Southport Avenue, Chicago 13, Illinois
Please send me complete information and prices.

Name _____

Address _____

City _____ Zone _____ State _____

Letters

(*Continued from page 216*)

housing decreased? No! I could go on and on.

But, important too is the public attitude. Have you visited any industrial plants lately? Talked with people? You'll find the insidious promises of the welfare planners still are "enchanting." All studies I've seen indicate that *too* large a segment of the people *still* believe government can *give* them something.

I have always admired the strong fight *American Builder* has led against the concentration of power in the hands of central government, particularly as it affects the building industry.

I know your editorial is meant to be slanted that way. However, I question the fact that the Welfare State is losing its glamour and even if that were true, I would question the advisability, at this early date, of raising the point.

The Welfare State is entrenched in Washington because the thinking people of this nation were lackadaisical in the last election. Only 51 per cent of the voters exercised the privilege to vote. Everyone thought it was in the bag for Dewey. That was because pre-election reports indicated he would win.

I believe any statement at this time that the Welfare State is losing ground could create a complacent attitude on the part of people when what we need is a crusading attitude on the part of all, not just today, but from now on and forever against the encroachment of such a fallacious political philosophy. That is the reason I am writing you.

I would suggest, if you haven't already done so, that you read an advertisement I wrote for my client, Ceco Steel Products Corporation, which appears in the February issue of your magazine. There, we say it is doubtful the American people are fearful that communism will take over our country or that they are unduly alarmed that socialism as a method of government will replace our government in the foreseeable future. The point is made, however, that the people by and large, do not understand that there is a creeping socialistic pattern spreading itself from within which could advance to a point from which there could be no retreat . . . which could mean the ultimate loss of personal freedom.

(*Continued on page 220*)

ROE STEEL TAPES are best for BUILDERS... the facts prove it!

FIRST AND FOREMOST, Roe Steel Tapes are extremely easy to read . . . and they go right on being clearly legible year after year. The black markings are permanently etched into the steel which is then nickelplated to provide a lustrous contrasting background. A transparent plastic overcoating is added for topmost wear resistance—and durability.

A — Steel tape
B — White nickel
C — Black etched markings
D — Plastic overcoat

Pictured here is the Roe Steel Tape #302 with polished chromeplated, sturdy welded steel case. Other Roe models feature cases in handsewn leather, and in metal-banded leather and leatherette. They have a reinforced rust resistant liner, precision winding drum, flush-folding handle, press button center and roller mouthpiece. All are available with 25, 50, 75 or 100-foot tapes; feet in inches and eighths, or in tenths and hundredths.

Get Roe Steel Tapes from your hardware dealer—or—write us giving his name and address.

JUSTUS ROE & SONS

Makers of fine steel tapes since 1876

FAIRMOUNT, NEW YORK

Partial view of new Broad Construction Company development in Philadelphia. Richmond plumbing installed by Provident Plumbing and Heating Company . . . heating by William G. English. Distributor: Atlantic Plumbing and Heating Supply Company.

234 NEW PHILADELPHIA HOMES COMPLETELY EQUIPPED WITH RICHMOND PLUMBING AND HEATING

It's a Richmond exclusive! Each home in this fine new Philadelphia housing development uses four Richmond plumbing fixtures and one Richmond heating unit—identical or similar to those shown below.

It's Richmond's own Philadelphia story—and a familiar one in quality housing, nationwise. For quality homes demand quality plumbing and heating—and Richmond gives them just that, *plus* the economy that comes from efficient operation.

Next time you figure on a job, consider Richmond before you decide. Richmond has a complete line of both cast-iron and vitreous china plumbing fixtures as well as a wide range of heating equipment, both oil- and gas-fired warm air furnaces and gas boilers. And Richmond has a long-standing reputation for customer satisfaction that's hard to beat.

The Richmond Claremont 2-piece close-coupled closet comb., 6-710 plate

The Richmond gas-fired boiler, Type W10

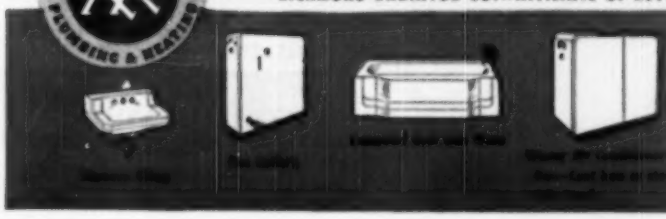
The Richmond Saville double drainboard cabinet sink, plate 1333

The Richmond Breslin recess bath, plate 225, left hand outlet, plate 227

The Richmond Lewis shelf-top lavatory, plate 837

RICHMOND

RICHMOND RADIATOR CO.—AFFILIATE OF REYNOLDS METALS CO.



Richmond Radiator Company AS-4
70 East 45th St.
New York 17, N. Y.

Please send me the latest literature and information on the Richmond line of fine plumbing fixtures. No obligation, of course.

Name .....

Company .....

Address .....

Self Lighting
H. C. Little
OIL HEAT
is Self Selling...

...and it
helps sell homes!

It's the ONLY vaporizing oil heat that automatically LIGHTS ITSELF with electric ignition – NO PILOT LIGHT. No moving parts in the burner to wear out. Especially designed to burn LOW COST CATALYTIC OIL with great economy. Very clean operation.

MODELS FOR SMALL HOMES

The ONLY OIL FLOOR FURNACE That Lights Itself

Popular OIL WALL FURNACE Saves Valuable Floor Space

Forced Air FIRST FLOOR OIL FURNACES are Compact

BASEMENT WINTER AIR CONDITIONER for Luxurious Comfort at LOW COST

See your H. C. Little Dealer or write Dept. A-4

H. C. Little Burner Company
SAN RAFAEL, CALIF.

BRANCHES IN PRINCIPAL CITIES

Letters

(Continued from page 218)

Cero and I believe it is up to business to carry the message to the people . . . to point out the danger of this drift toward public dependency. It is up to business to do this every day. We must not be detered in this task. We must not become complacent. We must not succumb to the thought that the Welfare State is slipping . . . until it is forever eliminated as a political philosophy from the American scene.

That is the only way the American people can win.

Charles O. Puffer,
Vice President,
Goodkind, Joice & Morgan, Inc.

Liked NAHB Convention Daily

Sir: I, along with my sales manager, Ralph Wilkinson, and a representative group from the Richmond Chapter of the NAHB, spent most of the week in attendance at the NAHB convention in Chicago, Feb. 19 to 23.

You know too well what a powerful and potent show those people stage and no matter how hard one tries to get as much information as one can in attendance at the many sessions, he would not gain nearly as much if it were not for the *American Builder* NAHB Convention Daily.

Your editor, Mr. Ed Gavin, asked in the Thursday issue of the paper whether those in attendance thought the publication of this daily worth while.

The Exposition itself is so enormous and every session is packed with so many items of interest that it is necessary to have some medium to list and report the many happenings which will remind you and help you keep afresh the events of each preceding day.

The paper has been of much help to me and I believe to many others, for no one has the mental capacity to absorb and retain as much as he is apt to see and hear at one of these conventions without a resume of news and events such as the *American Builder* is giving in its Convention Daily. It is a fine job you are doing, and I am sure many feel the same as I.

Thomas L. Ruffin,
President,
Ruffin & Payne, Inc.

Co-ops for Teachers

Sir: I am convinced that many thousands of the members of the

(Continued on page 224)

LOW COST BEAUTY
ADDED VALUE

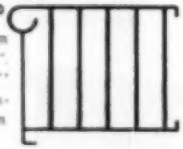
ALUMINUM
WINDOW SHUTTERS

Won't
- WARP
- ROT
- CRACK
- RUST

Traditional beauty in lifetime aluminum, priced lower than most wood shutters. Full louvre, plain panel and batten styles in natural aluminum, green prime coat, or green, red, blue, white in long-lasting baked enamel. Available in all sizes. Shipped one pair to carton, complete with attachment screws.

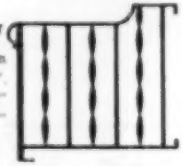
PORCH RAILING

STANDARD



Top and bottom rails, ¼" x 1¼". Spindles ½" square. Standard and custom sizes.

ARISTOCRAT



Top and bottom rails, ⅜" x 1¼". Spindles ½" square and ⅜" x 1" twisted.

Solid iron ornamental porch railings in a wide selection of styles. Exceptionally low in cost. Ornamental scrolls, porch columns and brackets also available. Installation kit at slight extra charge promotes over the counter sales.

Write for catalog, price list and Fawsco dealer nearest you.

FAWSCO MANUFACTURING DIV.
FALLS STAMPING & WELDING CO.

FAWSCO

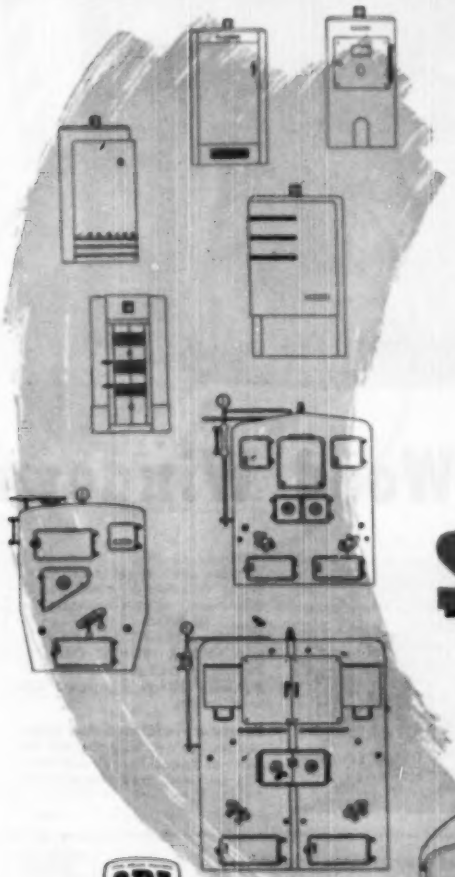
1709 FRONT STREET
CUYAHOGA FALLS, OHIO

SPENCER

THE QUALITY LINE OF

HEATING BOILERS

BACKED BY MORE THAN 60 YEARS' LEADERSHIP



VERSATILE:

Boilers for all types of fuel, all methods of firing, all sizes of installation

DEPENDABLE:

Precision-engineered and manufactured to give superior, *guaranteed* service

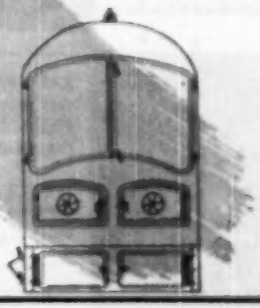
THERE IS A

SPENCER

FOR *EVERY* BUILDING . . .

FOR *EVERY* FUEL

76 dependable models to choose from



SBI

H

Constructed in accordance with ASME requirements. Fully approved by Steel Boiler Institute or Institute of Boiler and Radiator Manufacturers.

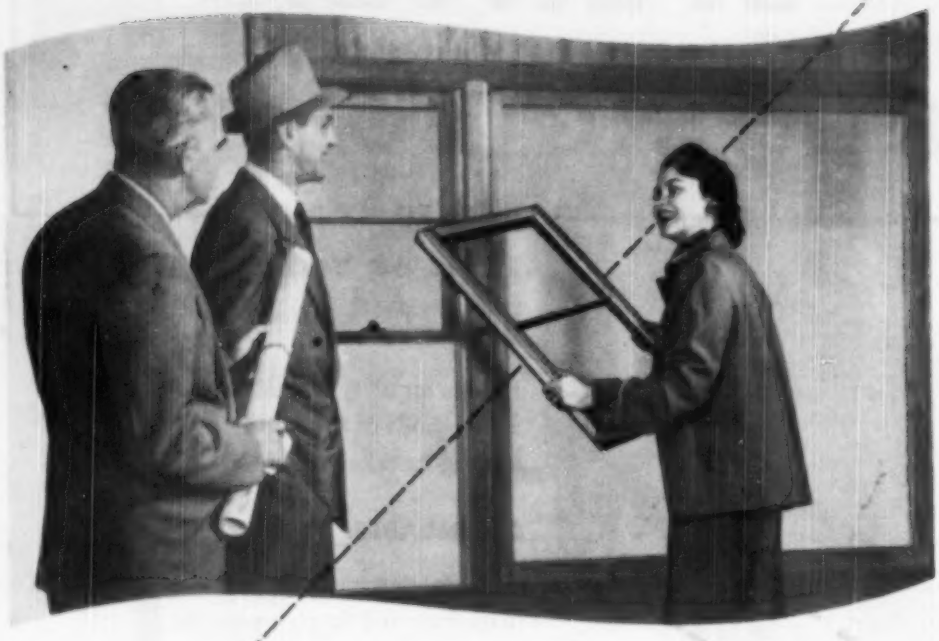
SPENCER HEATER

LYCOMING-SPENCER DIVISION

WILLIAMSPORT PENNSYLVANIA

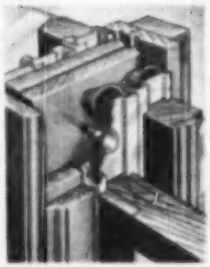
Write for free catalogue today

She Is Holding the Answer to Your Home Sales



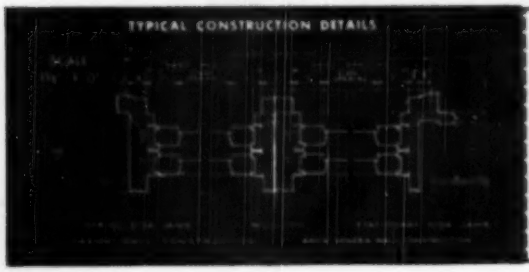
R·O·W *Removable* Wood Windows

When the dramatic sales appeal of R·O·W *REMOVABLE* wood windows is demonstrated in your model home—things begin to happen. Women—and their husbands—are quick to see and WANT the advantages of a window that removes for washing, painting or access to storm windows and screens. R·O·W's exclusive spring cushion feature *automatically* adjusts for weather changes. Weatherstripping qualities far exceed government requirements. Yet—R·O·W Windows cost little or no more than ordinary wood windows. It is often *the feature that closed the sale.*



Women are reading the story of these wonderful windows in two-color advertisements in BETTER HOMES AND GARDENS, AMERICAN HOME, and SMALL HOMES GUIDE. Nearly a half-million R·O·W *REMOVABLE* Windows are now in use.

Dramatic merchandising helps are available to help you tell the story of this added sales feature. Fill out and mail the coupon TODAY.



R·O·W SALES COMPANY
1232 ACADEMY • FERNDALE 20, MICHIGAN

PLEASE Send more information on R·O·W—the window with sales appeal.

I am

Name _____ ☐ Architect

Company _____ ☐ Builder

Address _____ ☐ Dealer

City _____ Zone _____ ☐ Carpenter-Contractor

State _____

U. S. Patent No. 2323417 Other Patents Pending

PITTSBURGH

INTERLOCK

PLASTIC WALL TILE

has earned the

GOOD HOUSEKEEPING GUARANTY SEAL

. . . This is proof enough that our product is worthy of its name. The independent laboratory of Good Housekeeping has granted Pittsburgh Interlock Plastic Wall Tile the Guaranty Seal because what we say about our product in our national advertising is true on every point.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

We are backing up this Good Housekeeping Guaranty Seal with four-color advertisements in national consumer magazines . . . to let *your customers* know how INTERLOCK can beautify the interiors of their homes at low cost.

Tie in with INTERLOCK'S complete merchandising program and become a part of the greatest sales campaign that ever hit the plastic wall tile field!

- NO [illegible]!
- NO [illegible]!
- [illegible]
- [illegible]
- NO CHIPPING, CRACKING, OR PEELING!

ACT FAST!

JONES & BROWN, Inc.
National Distributors
PITTSBURGH, PA.

AA

Jones & Brown, Inc.
439 Sixth Avenue
Pittsburgh 19, Pa.

I am a ☐ jobber ☐ dealer ☐ contractor and would like to know how I can tie in with INTERLOCK.

Name .....

Address .....

City ..... State .....

HOW TO GIVE VARIETY TO MASS PRODUCTION HOMES!

Arch. HAROLD SPITZNAGEL
Sioux Falls, S. D.

CABOT'S CREOSOTE STAINS . . .

Cabot's Creosote Stains are available in a wide range of colors . . . from brilliant lasting hues to weathering browns and grays. Rotate and combine these sixteen colors . . . vary the wood surface — siding, clapboard and shingles! You'll find unlimited and distinctive variations for a group of single blueprint homes!

Easy to apply . . . won't peel or blister. Practical and inexpensive . . . cost only one-third as much as good paint. High proportion (60-90%) of refined creosote oil gives years of protection against decay!

Write today for free color card and complete information.

Samuel Cabot, Inc.
451 Oliver Building,
Boston 9, Mass.

CABOT'S CREOSOTE STAINS

(Continued from page 220)

professional, honor and learned societies and fraternities of our country would prefer, upon retirement, to live in a community of scholars of their own and other fields, where they could exchange books, continue high discourse and be stimulated to continued scholarly productivity—especially in the urgently needed integration of culture and in the advanced exploration of the frontiers of science, which they could not undertake while carrying heavy specialized academic responsibilities—often for quite elementary teaching.

The Sparkman Bill (S2246), which has excellent prospects of passage, would make possible such living for retired scholars, for it provides government guarantees for bank loans to 95 per cent for housing for non-profit, cooperative organizations (with special arrangements for educational institutions), extended over 50 years, at 3 per cent interest.

I am writing to inquire if you would consent (1) to secure from several companies plans for the construction of the proposed housing for retired scholars, estimates of its costs and estimates of the rates for living in it—especially for persons with health and annuity insurance, and (2) to notify our professional, honor and learned societies and fraternities of your findings for their reference to their memberships.

I am a bachelor of arts of Johns Hopkins University, a graduate of Princeton Theological Seminary, a fellow of Union Theological Seminary, and a doctor of philosophy of New York University. I teach rhetoric and literature at the University of Baltimore. I am a member of the College English Association, the American Philosophical Association, the Philosophy of Science Association, the New York Congregational Ministerial Association, and am the executive director of the Society for Religious Culture. Over the years I have given much thought to the erection of the proposed apartments, and am convinced that they could be made most attractive, though at surprisingly low cost. If you decide to make the proposed study, I would put at your disposal my plans and my knowledge of scholarly organizations and of their membership.

George Yeisley Rusk,
Baltimore, Maryland

STOP PLASTER CRACKS

USE THE
BURSON CLIP SYSTEM

A practical method for installation of gypsum lathing on wood construction. No special tools or methods of building are required. The clips insure firm, permanent attachment of gypsum lath to framing, yet provide the vital "slack" which allows the wood structure to settle, twist or warp without cracking the plaster.

• BUILD YOUR REPUTATION

You add to your reputation for quality work when you use BURSON CLIPS. The construction of floating walls and ceilings insures you —

• CUSTOMER SATISFACTION

No more disgruntled homeowners over unsightly cracks . . . no more costly patching work.

IT'S ECONOMICAL AND EASY TO INSTALL

Standard lathing nails are used with BURSON CLIPS, with 80% less nailing necessary. This speeds installation and cuts your labor costs.

THE BURSON CLIP for Suspended Ceilings

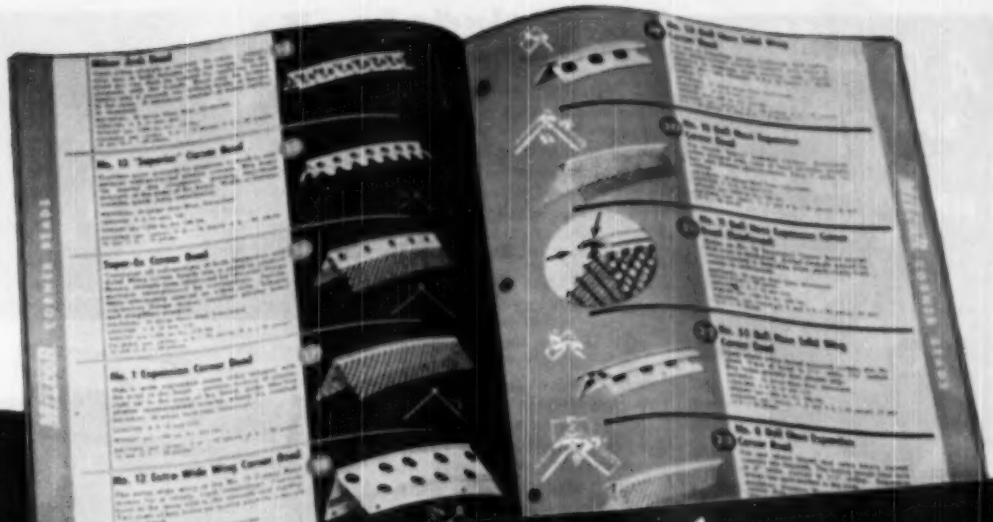
The BURSON "C" CLIP for gypsum lathing on suspended ceiling construction eliminates tedious hand tying to furring channels and enhances the fire safety of the construction. Widely used in Industrial Projects throughout the country. Send for complete information.

WRITE TODAY

FOR COMPLETE INFORMATION
WRITE TODAY
DEALER INQUIRIES INVITED

BURSON CLIP SYSTEM INCORPORATED

BURSON CLIP SYSTEM, INC.
2443 S. INDIANA AVE. CHICAGO 16, ILL.



Free! Full Details on MILCOR METAL LATH and Accessories

first choice for fireproof construction

Full of helpful, time-saving facts . . . how to buy . . . how to use Milcor Metal Lath and accessories. It's a "must" for planning modern fireproof construction because it gives you the complete Milcor line — at your fingertips for ready reference: metal lath, channel, partitions, stud, corner and arch bead, casing, screed, mould, access doors — and all the other items that make Milcor the number one line for any modern construction job — the one line that gives the builder, lather, and plasterer *everything* in steel building products.

INLAND STEEL PRODUCTS COMPANY

Formerly Milcor Steel Company

4025 WEST BURNHAM STREET

MILWAUKEE 1, WISCONSIN

Baltimore 24, Md. • Buffalo 11, N. Y. • Chicago 9, Ill. Cincinnati 25, Ohio • Cleveland 14, Ohio • Detroit 2, Mich. Kansas City 8, Mo. • Los Angeles 23, Calif. • New York 22, N. Y. Rochester 9, N. Y. • St. Louis 10, Mo.

Ask your dealer for a copy of this helpful, time-saving 16-page Milcor Metal Lath catalog today!

A Portable SAW-JOINTER FOR DOING FINISHING WORK ON THE JOB

Particularly useful in the shop for producing your own cupboards, bookcases and special casements and for installation and fitting on the job.

Only Boice-Crane makes this popular unit, in which a 10" tilting-arbor saw and a 6" jointer are compactly combined on a steel cabinet stand and driven by one, rather than two motors. Imitations have saws on which the TABLE, not the BLADE, tilts. Features improved saw performance by unique drive which permits mounting motor rigidly and separate from machine.

This "complete workshop" rips, cuts off, makes compound miter cuts, planes, rabbets, grooves and miters. Longer table and fence equipment on our jointer guarantee perfect results on longer work as when fitting doors. Jointer planes or rabbets 1½" deep. The saw table has extra capacity built in. You can square off work up to 13" wide in front of the blade without additional front extensions. Such important parts as the ripping gauge are not stamped out, pressed out or die cast but MACHINED FOR PRECISION. Table measures 20" x 27".

Possible to use both machines at once for maximum production.

Overall size: 47" wide; 48" deep; 39" high.

At minimum cost you can completely equip a shop that makes you practically independent of the mill.

BOICE-CRANE INTERMEDIATE CAPACITY POWER TOOLS

Just the right size for most of your jobs—they're not too big, nor too small.

- Designed for ready adaptability to a wide range of present home machines. One needed to fill all your requirements.
- At nearly 100% safe as modern devices permit.
- Durably constructed, they can take a beating which would incapacitate most machines.

BOICE-CRANE COMPANY
916 Central Avenue **Toledo 6, Ohio**

Please send FREE LITERATURE on Boice-Crane

☐ Saw Jointer ☐ New 44-page Catalog No. 50

☐ Bulletin on Tru-Form Safety Cutters for Shapers

NAME _____

FIRM _____

STREET _____

CITY & STATE _____

Thermostat Location Can Influence Heating Results

Improper location of the room thermostat is too often responsible for the erratic operation of an otherwise good heating or winter air conditioning system. In the interest of proper location of this important piece of equipment for proper automatic control of heating plants, the *American Builder* publishes this check list:

1. The thermostat should not be in a room which has unusually large glass areas on the east, south or west side. Sunlight flooding in through large window areas can easily raise the temperature of a room and "satisfy" a thermostat in the room even when the rest of the house is uncomfortably cool.

2. It should never be in a location where direct sunlight can strike it at any time. If the thermostat was installed in the summer, the installer may not have considered that the winter sun shines through the windows at quite different angles than in summer. Windows which are well shaded by trees in summer may be completely exposed to direct sunlight in winter. Sunlight which falls directly on the thermostat can affect its comfort controlling operation.

3. The thermostat should not be located close to or influenced by heat generated by any source other than that which is intended to heat the entire house. Thus, it should never be located above a radio or television set, above or near a lamp, or exposed to radiant heat from an open fire in a fireplace. It should not be located on a section of wall in which a warm air riser, a domestic hot water supply pipe or a warm chimney is located. It should not be located on a wall on the opposite side of which is a cooking range.

4. It should not be exposed to a current of cold air from windows, outside doors or any other source. It should never be located within three feet of an outside wall and a five foot limit is even better.

5. The thermostat should be located where room air can reach it freely. It should never be "pocketed" behind an inside door which usually stands open; nor should it be close to an inside corner of a room.

6. Many careful installers prefer to place the thermostat from 18 to 30 inches above the floor because this is about the level of the center of the human body when seated.

Courtesy National Warm Air Heating and Air Conditioning Association, Cleveland, Ohio

Todd Tibbals, Architect
Columbus, Ohio

- **For faithful reproduction of your designs**
- **For close attention to your detailed specifications**

SPECIFY

Ornamental Iron

by Artcraft

Be assured of the finest, most exacting hand wrought ornamental iron custom work. Artcraft also produces a complete line of stock items: Stoop railings, porch columns, hand rails, mail box standards, screen door grilles and chimney initials. Send in your specifications direct for custom work, order stock items from our catalog through your dealer or write direct. Two weeks delivery on custom work, immediate delivery on stock items.

SEND FOR OUR FREE LITERATURE AND CATALOG

New A.I.A. File No. 14 and 15 folder on stock and custom work is just off the press. Also our new 40 page catalog "ART IN IRON" is free on request. Write today for your copies.

Write to Dept. A

DEALERS: Some choice territories still available.

ARTCRAFT ORNAMENTAL IRON CO.
724 E. Hudson St., Columbus 11, Ohio

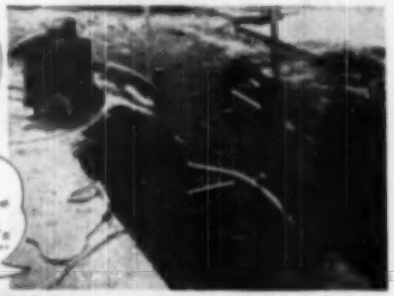
Four Good Reasons Why I'm Banking on BLUE BRUTES

LARRY DEMAYO
Philadelphia
Contractor

Larry DeMayo, an up-and-coming construction man, is getting his full share of important contracts in and around Philadelphia. He's also a steady customer for Blue Brutes. You'll know why when you read the captions with these action photos, taken on his drainage sewer job near Large and Rhawn Streets. And remember: these are not our claims . . . *these are Mr. DeMayo's own words.*

1. *"The boys all want to run the Worthington spade. It turns out a lot of work without tiring them out."*

2. *"That pump (7M) really throws out the water. I'm going to get another one just like it. It's the best pump I've ever seen."*



3. *"The WB-81 is a great gun. It gives us no trouble at all. It hits hard but doesn't wear out the operator."*

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As far as we're concerned, that's the Blue Brute story. After all, job-testing is the only sure way to find out just how construction equipment will perform. And when a man who's using that equipment speaks up . . . it's time to listen!

We'd just like to add that Larry DeMayo has plenty of company. All over the country Blue Brute users will tell you that for time-and-money-saving performance, quality materials and workmanship *there's more worth in Worthington* . . . Immediate deliveries from your nearby Worthington-Ransome Distributor. See him for further facts, or write us direct.

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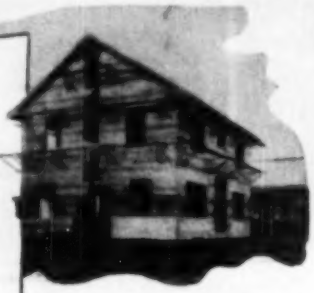

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Demonstrate Fastener For Full-Wall Panels

Application of full-wall laminated fibre panels without the use of nails was recently demonstrated by the Upson Co., Lockport, N.Y., in a meeting sponsored by the Hollister Lumber Co. at Rochester, N.Y. The panels were attached to studs with Upson self-clinching fasteners which had been nailed to the studs at 14-inch intervals. A hammer and pounding block were used in the operation.

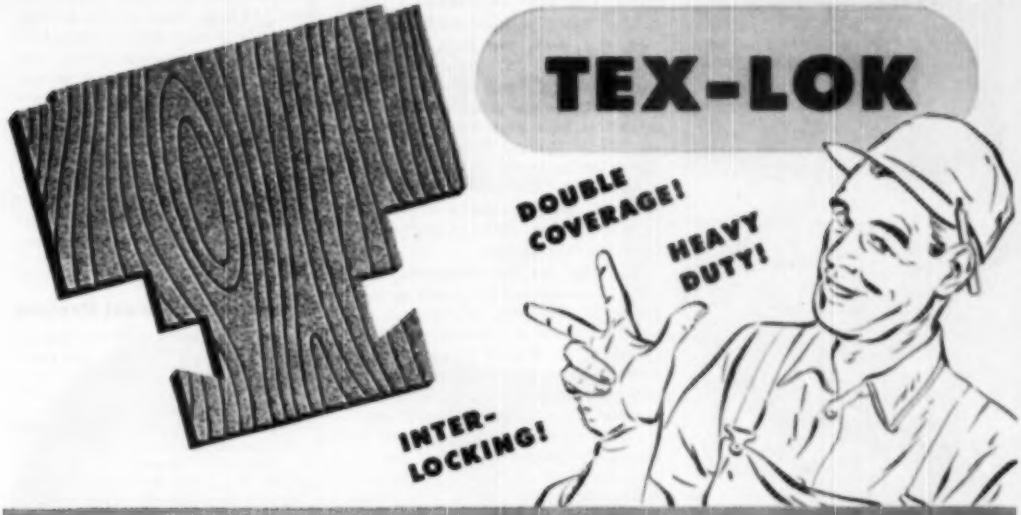
In connection with the demonstration, a talk on dry-built, full-wall interiors was made by R. George Morgan, supervisor of sales of the Upson Co. Morgan traced their history briefly, stating that they were introduced to the public by the company in 1939, but that shortly afterward the government took practically the plant's entire output for wartime construction.

"It was not until September, 1948," he said, "that these full-wall panels were again available to the trade . . . but they have now been installed in more than 50,000 homes, some costing upward of $50,000, and have been accepted by both FHA and VA for homes on which they have approved loans."

APPLYING 8x14-foot panel to studding by use of patented floating fasteners

FASTENERS are nailed to studding at 14-inch intervals, preparatory to receiving panels

NOW! ANOTHER NEW TEXACO time-tested, top-performing SHINGLE!



BUILT FOR HIGH WINDS AND HEAVY WEATHER! Each shingle is locked fast to each adjacent shingle. Two tough, interlocking layers over the entire roof area. Time-tested, scientific design for rugged wear in exposed, high-wind areas.

SELF-LOCKING AND NAILED DOWN TO STAY PUT! Each shingle is interlocked and firmly anchored with concealed nailing at four points.

DISTINCTIVE BASKET WEAVE PATTERN-PLEASING SHADOW LINES! Vertical as well as horizontal shadows plus rich color blends.

FIRE RESISTANT! Of course! Every bundle carries the Underwriters' Laboratory Class "C" Label.

ECONOMICAL! Self-aligning, interlocking, and long-lasting. The biggest asphalt shingle value on the market today!

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NOTE: TEX-LOK Shingles are available in the areas currently served from Texaco's roofing plants at Lockport, Illinois and Port Neches, Texas.

and TEX-LATCH

Still another new Texaco shingle! Heavy duty, double coverage and interlocking—similar to TEX-LOK but slightly different in method of locking tabs. Available in the areas served from the Edgemoor, Delaware roofing plant.

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Builders Study Mutual Problems At Third Annual Contractors Conference

Design or construction problems? To a home builder they are almost inevitable, and one of the best ways for a builder to solve them is to go to other builders, solicit their ideas, profit from their experience.

With this idea, Purdue University, Lafayette, Ind., has played host to between 60 to 75 contractors once each year for the past three years. So far, Indiana, Ohio and Illinois representatives have attended the conference (held January 30-31, this year), but according to the University, there are no limits. Builders from Indiana, however, are encouraged to attend, because they are likely to have more problems in common.

The idea for the conference was helped into reality three years ago by Merle M. McClure, coordinator of adult education at Purdue. He contacted Builder Robert Mason of Indianapolis, who was likewise enthusiastic. Together, McClure and Mason sent out about 12 invitations to people in the building industry, and a pre-conference meeting was held to plan the First Annual Contractors Conference.

"The vitality of the program," says McClure, "depends upon men in the industry." Purdue is now looking for specific problems in the building industry for specific groups on the campus to work on. To carry on research, Purdue can offer facilities of the Schools of Engineering, Chemistry, and Electrical Engineering. Groups or individuals in the industry who want research done must finance the University's work.

Said Dean R. B. Wiley, head of the School of Civil Engineering and Engineering Mechanics, "Purdue laboratories do not compete with commercial laboratories, but make tests where commercial laboratories cannot." Professors in charge of research do not make extra money from research, he stated. The money made goes to the University.

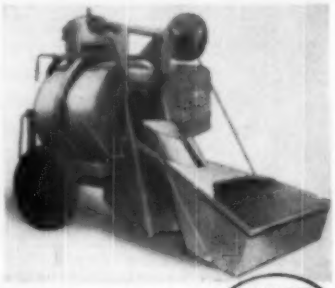
Though the Residential Contractors Conference is relatively new to the University, housing research is not. Professor Frank W. Stubbs, Jr., professor of Civil Engineering, told builders at the recent Conference that housing research at Purdue dates back to 1936. More recently, those in the Chemical Engineering school have done considerable work on venting of gas burning appliances, working closely with AGA in a cooperative project. (Slide films showing results of this research were presented at this year's Conference.)

Students in Mechanical Engineering are equipped to do research in heat transfer and in general problems of heating, Professor Stubbs said, and in Home Economics classes, work has been done on problems of storage space and work patterns in homes. In General Engineering, time-and-motion studies have been made in relation to steps taken by the average housewife in the kitchen. Students in the Civil Engineering school can study structural framing and masonry, concrete and lightweight aggregate problems, he said.

Other industries, said one leader at the conference, spend millions for research, and enjoy greater prestige as a result of it. The building industry should look to these examples of other industries, and spend more for research.

Cooperative Forest Project

In what is believed to be the first instance of its kind, nine pulp and paper companies with timberland holdings have united to purchase a large tract of forest land solely for lease to the federal government where experimental work will be carried on on a cooperative basis. The 3,800 acre project, located near Bangor, Me., will be known as the Penobscot Experimental Forest. All of the companies have holdings in Maine.



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THIS mixer gives the smaller contractor every production advantage found on larger mixers. Output is increased because high shoveling is eliminated. Automatic water measurement, rapid discharge, and Briggs & Stratton air-cooled engine insure perfect performance. Capacity 3½ cu. ft. mixed concrete, plus 10% overload.

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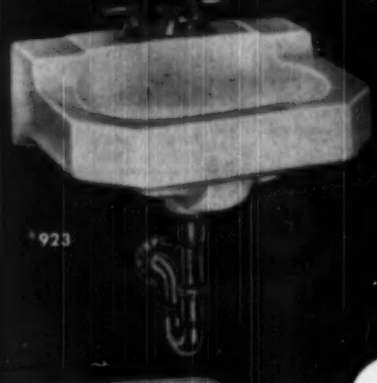

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There's no aspirin pictured here to illustrate our point. We prefer to keep our own Zigzag Bags in front of you, for it is finishing plaster like this that will drive the headaches away from you, the architect, and from building owners for years to come.

No headaches for you in planning, specifying and estimating. Plaster fits every form of architectural expression, any shape of surface, any decorative treatment. Both materials and workmanship are governed by well established standards, and are available everywhere.

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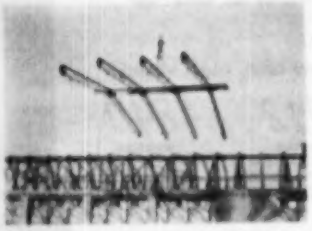
WOODVILLE, OHIO

LOOK FOR THE ZIGZAG BAGS

Use Light Steel Trusses In School Roof Construction

A new system of roof framing, which includes the fabrication of light steel trusses, was used in the recent construction of the Frank Sebring School, Sebring, Ohio. The products were manufactured by Macomber, Inc., Canton, Ohio.

The trusses, which have a short side facing in toward the center of



RAISING of four rafters joined with ridge strut to location between light roof trusses

the building, were erected on outside bearing walls and the two inside corridor walls which run the length of the building.

All parts of the roof system are nailable. The 2-inch tongued and grooved wood planks were nailed directly to the top chord of the trusses and the rafters which carried this roof line to the center strut. The bottom chord provided secure nailing for ceiling lath which was attached with large head roofing nails.

Four complete rafter units were assembled on the ground, raised and bolted to the trusses at one time.

The roof was finished with a roofing paper seal and shingles, the 2-inch plank acting as insulation.

Removing Stains From Concrete

WHILE practically every type of stain can be removed from concrete, eradication of old, long neglected stains may require patience. It is often the matter of repeating the treatment until the desired results are obtained. When the staining matter is unknown, the treatment may require some experimentation. Many chemicals may be applied to concrete without appreciable injury, but acids or chemicals having an acid reaction should be avoided. Even weak acids may roughen the surface if left for any length of time.

For stains which penetrate, it is

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For further information on new Reflective KIMSUL Insulation, contact your KIMSUL Dealer, or see literature in Sweet's Architectural and Builder Catalogs, or write directly to Kimberly-Clark Corporation, Neenah, Wisconsin.

Now two types of Kimsul

REGULAR KIMSUL (red package) — REFLECTIVE KIMSUL (gray package)

KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin

KIMSUL INSULATION

WITH REFLECTIVE VAPORSEAL

*T. M. REG. U. S. PAT. OFF. & CAN.

BOOK REVIEW

THERE is probably no subject in the home building and light construction industries so diversified nor at the same time quite as interesting to the majority of builders as is the topic of wood. Since wood is now, and for that matter always has been, this country's most popular building material, we can think of no better group of books to talk about than the following three volumes that deal directly with wood and its characteristics.

THE MECHANICAL PROPERTIES OF WOOD

By Frederick F. Wangaard. First Edition, 377 pages, illustrated. 5¾ inches by 8¼ inches. John Wiley & Sons, Inc. $6.00. *No. 11 in adjoining column.*

This is a specialized work concerned with all aspects of timber mechanics and timber engineering. In giving complete information on the technical properties of wood, the author has compiled comprehensive tables that provide the reader with the fundamental strength properties of more than 150 American woods. Here, too, are tables of basic-stress and working-stress values for the different kinds of woods used in construction work. The main headings of the book are: The Basic Mechanical Properties of Clear Wood; Factors Affecting the Mechanical Properties of Wood; Working Stresses for Structural Lumber; and Timber Testing. Obviously, since this book is of a technical nature, its appeal is limited to those builders, lumbermen and students who have a special interest in the subject. For them, owing to the book's authority, it would undoubtably be a valuable addition to their libraries.

WOOD HANDBOOK

Prepared by Forest Products Laboratory. 325 pages, tables, illustrated. 5¾ inches by 9¼ inches. Superintendent of Documents, Government Printing Office, Washington, D.C. *This book may be obtained only from this source.* $.75.

Despite the fact that the information that appears in this government publication is organized in a unique manner, it is nevertheless an exceedingly popular volume. This is because the book offers a wide variety of valuable data at a low cost. An idea of the book's scope can be gained from these chapter titles: Structure of Wood; Characteristics of Important Commercial Woods; Grades and Sizes of Lumber; Timber Fastenings; Glued Wood Construction; Painting and Finishing Wood; Wood Preservation; Glossary; etc. Since the book was prepared by members of the Forest Products Laboratory of the Department of Agriculture, it can be assumed that the information even if not completely up to date is still basically authoritative.

LUMBER DATA

122 pages, illustrated, tables. 4 inches by 7 inches. Lefax. $1.00. *No. 14 on adjoining column.*

Somehow or other, these little Lefax Data booklets have a way of hobbing up in precisely those building fields where they are most needed. This one on lumber, which, incidentally, has been mentioned in this column before, is a gold mine of condensed information on softwood standards, board measures, the application of wood preservatives, strength properties of woods, uses and characteristics of commercial woods, seasoning of wood, drying schedules and strength charts of bolted timber joints.

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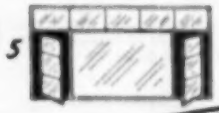

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VENTO STEEL PRODUCTS CO., INC.
247 COLORADO AVE., BUFFALO 15, N. Y.

Removing Concrete Stains

(Continued from page 230)

necessary to resort to a poultice or bandage. A poultice, made by mixing active chemicals with fine inert powder to a pasty consistency, is applied in a thick layer. Bandages consist of cotton batting, or layers of cloth, soaked in chemicals and pasted over the stain.

Treatment of Iron Stains

Iron stains can usually be recognized by their semblence to iron rust or by their proximity to steel or iron in the building. Large areas stained from using curing water containing iron may be improved in appearance by mopping with a solution containing one pound of oxalic acid powder per gallon of water. After two or three hours, rinse with clear water, scrubbing at same time with stiff brushes or brooms. Bad spots may be scrubbed with second application. For deeper stains the following methods may be used.

Method 1.—Dissolve one part sodium citrate in six parts water. Mix thoroughly with equal volume of glycerine. Mix part of this liquid with whiting to form a paste just stiff enough to adhere to the surface in a thick coat. Apply with putty knife or trowel. This will dry in a few days. It should then be replaced with a new layer or softened by addition of more liquid. While this treatment has no injurious effects, its action may be too slow to be practical with bad stains. Ammonium citrate may produce quicker results than sodium citrate, but may injure polished surfaces slightly.

Method 2.—For deep and intense iron stains, it is more satisfactory to use sodium hydrosulphite. The surface should be first soaked with a solution made by dissolving one part of sodium citrate crystals in six parts water. Dip white cloth or cotton batting in this solution and paste on the stains for 10 or 15 minutes. On horizontal surfaces, sprinkle over with thin layer of hydrosulphite crystals, moisten with water, and cover with stiff paste of whiting and water. On a vertical surface, place whiting paste on a plasterer's trowel, sprinkle on layer of hydrosulphite, moisten slightly, and apply to the stain. Remove after one hour. Do not leave longer or a black stain may develop. If stain is not completely removed, repeat the operation with fresh materials. When the stain disappears, rinse surface thoroughly with water.

Courtesy of Portland Cement Association

CASH IN WITH
CRAFTSTONE*
MINERAL INSULATED SIDING
Statewide Distributorships and County Franchises Are Available Now!

The building and remodeling season is near . . . and your prospects are unlimited for this popular stone.

FOR COMPLETE INFORMATION WRITE:
CRAFTSTONE*
1383 PERSHING CLINTON, IOWA
*Material U. S. Patented

Red Cedar Closet Lining
Brown's
SUPERCEDAR
NATIONALLY ADVERTISED

Guaranteed 90% Red Heart or Better

Only SUPERCEDAR is of the same uniform high quality standard that guarantees every package to contain 90% Red Heart or better, and 100% oil content that produces the pleasing aroma.

ALL WIDTHS PUT-UP 40 FT. TO PACKAGE

100% oil content
Suggest Cedar Lined Closets to Every Home Builder. There is Nothing Better than

SEALED PACKAGED LABELED

More home builders are specifying cedar lined closets today than ever—and Brown's SUPERCEDAR is nationally advertised to thousands of new home prospects, architects and builders. SUPERCEDAR closet lining is surfaced, tongue and grooved, ready to put on with no waste. Packaged and sealed with the Geo. C. Brown label and guarantee, famous since 1886.

Product of
GEO. C. BROWN & CO., Inc.
GREENSBORO, N. C. ESTABLISHED 1886
LARGEST MANUFACTURERS OF AROMATIC RED CEDAR IN THE WORLD

This installation shows Weldtex Squares in alternating, or basket-weave, design. Other methods of installing these handy squares . . . such as plaid, diamonds and the like . . . can give you striking variety, either for wall or ceiling treatment.

Now... Popular, Low-Cost Weldtex* is Available in Three Forms!

Weldtex Siding is packed in bundles of 22 pieces.

WELDTEX Squares are the newest way to use this Beautiful, Decorative Plywood

TAKE a look at the striking decorative beauty of the ceiling pictured above. Now stop and think what this means to you... how easily you can put in a beautiful decorative feature like this!

For Weldtex is now available in pre-cut squares of 12", 16" and 24", all 5/16" thick. These squares—made of hardwood—go up quickly and easily... right over studs, or on furring strips.

This newest form of Weldtex gives you one more way to sell this popular material... either for new construction or profitable remodeling jobs.

And, for outside work, Weldtex Siding will bring you plenty of business. This new siding material, made in size 48" x 15⅞", combines the decorative advantages of both fine Cedar Shakes and Clapboard. And it's so easy to work with. Only 22 pieces cover an entire square. You have a minimum of seams... and those easily backed up. You can cut your labor costs drastically on siding a small house and still make a handsome profit.

These two new forms, together with the familiar 4' x 8' panels for interior and exterior walls, make Weldtex one of the most versatile structural-decorative materials now available. Don't fail to get the profitable business that's yours with Weldtex.

*T. M. REG. U. S. PAT. OFF.—PAT. NOS. 2,000,000, 2,000,007, 2,000,008.

WELDWOOD* Plywood

Weldwood Plywood is manufactured and distributed by:

UNITED STATES PLYWOOD CORPORATION New York 18, N. Y. — **U. S.-MENGEL PLYWOODS, INC.** Louisville 1, Ky.

Distributing units in Albany, Baltimore, Boston, Brooklyn, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Fresno, Glendale, Hartford (East), High Point, Indianapolis, Knoxville, Los Angeles, Milwaukee, Newark, New Hyde Park (L. I., N. Y.), New York, Oakland, Philadelphia, Pittsburgh, Portland, Ore., Richmond, Rochester, San Francisco, Seattle, Spokane, St. Paul, Washington, D. C. Also U. S.-Mengel Plywoods, Inc., distributing units in Atlanta, Birmingham, Dallas, Houston, Jacksonville, Kansas City, Kans., Louisville, Memphis, New Orleans, San Antonio, St. Louis, Tampa. *In Canada:* United States Plywood of Canada, Limited, Toronto. *Send inquiries to nearest point.*

Weldwood* Hardwood Plywood
Douglas Fir Weldwood
Mengel Flush Doors
Douglas Fir Doors
Overhead Garage Doors
Molded Plywood
Armorply* (metal-faced plywood)
Tekwood* (paper-faced plywood)
Weldwood Glue* and other adhesives
Weldtex* (striated plywood)
Micarta*
Flexwood*
Firzite*
Weldwood Fire Doors
Weldwood Flush Veneer Doors

*Reg. U. S. Pat. Off.

Plastics and Wood Welded for Good

Interior grade Weldwood Plywood is guaranteed for the life of any building in which it is installed

ROBERTSON

snowhite

FOR PURITY

Pure white! You don't know how *really white* a tile can be until you've used Robertson Snowhite. Pure quality, too . . . perfect size and shape; perfect uniformity; perfect eggshell finish.

Robertson Snowhite meets the demand of hospitals, food processors, dairies, restaurants for the utmost sanitation with the least maintenance. Snowhite meets the demand of housewives for surfaces which keep their spick-and-span appearance for a lifetime.

Write on your business letterhead for your *free* samples.

ROBERTSON
MANUFACTURING COMPANY
TILE DIVISION
TRENTON 5, NEW JERSEY

Builders' Interest Sparks 5th Illinois Short Course

PARTIAL view of builders who attended course

Active audience participation enlivens the annual University of Illinois Small Homes Council's two-day course in residential construction for builders

BASEMENTLESS houses, site prefabrication and perimeter heating were the major topics under discussion at the fifth annual University of Illinois Small Homes Council short course in residential construction for builders and contractors. The two-day course was held on the campus Jan. 25 and 26, 1950 under the leadership of James T. Lendrum, acting director of the Council.

Research work in construction methods and residential planning that has been carried on by the Council during the past 12 months was presented by means of colored slides by the Council's staff. Practical application of materials, the introduction of a new type fixed window and its adaptation to modular design, and experimental work on storage units were shown. A visit by the builders to a 30 house development, completed by the Council during the year, where the new methods of construction had been employed, was of great interest and provoked much comment.

Highlight of the 1950 short course was the great amount of enthusiasm shown by the assembled builders during the panel discussions devoted to basementless houses and prefabrication. The director, James T. Lendrum, gave the builders ample opportunity to state their views on these controversial issues. The result was an informal self-appointed panel of experts presenting practical versions of the above methods of building that were of benefit to all. Sensing the importance of audience participation, the director provided further opportunity for this type discussion at the annual banquet.

Following the procedure established the year previous,

(*Continued on page 240*)

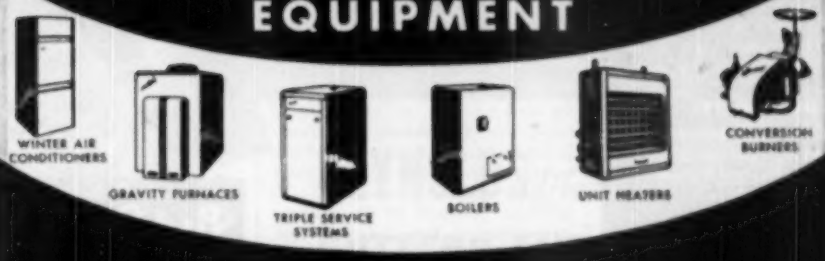
C. A. THOMPSON of Thompson Lumber Co., Champaign, Ill., and William H. Scheick, executive director, Building Research Advisory Board, National Research Council speaking to builders assembled at the U. of Illinois Small Homes Council short course

Rounding out the complete line of

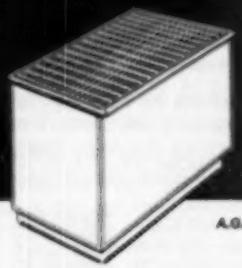
Janitrol

TIME-TESTED, TIME-PROVEN

GAS HEATING EQUIPMENT



THE NEW FLOOR



JANITROL FURNACE

A.G.A. Approved—All Gases Including LP.

JANITROL QUALITY CONSTRUCTION — COMPETITIVELY PRICED

With the addition of the new gas furnace, it is now practical for builders to standardize on the complete Janitrol line for *all* types of houses.

Whether it's a floor furnace for an economy house, or a radiant heating installation for a custom-built home, there's a Janitrol unit ideally suited to meet the heating requirements.

A Janitrol installation makes any house more saleable . . . it's your assurance that buyers will enjoy year 'round comfort and heating economy . . . and satisfied owners of your homes can be your greatest asset for your continued success.

In keeping with Janitrol's high standards of quality and advanced design, the new Janitrol Gas Floor Furnace is soundly constructed for long-life trouble-free heating.

Here are some of the features that make Janitrol a "better buy" . . . and *important to you* is the fact that these features *do not cost anything extra.*

Long-life heater exchanger with corrosion-resistant baked vitreous finish, *inside and outside.* Cast iron burner chassis with stainless steel ribbon burner, famous for quiet operation and efficiency. Heavy gauge casing with rust resistant finish.

Complete unit including controls and manifolding only 27 inches deep. 3 Units; 30,000, 50,000, 65,000 Btu/hr. input ratings. Joist cutting is minimized. Single, integral burner control assembly protected by a detachable housing, interchangeable as a single unit. Manual and completely automatic units all equipped with 100% safety shut-off.

***Write today* FOR COMPLETE SPECIFICATIONS,**

find out how to hold heating costs in line yet provide better equipment for your customers' satisfaction.

SURFACE COMBUSTION CORPORATION • TOLEDO 1, OHIO

You're Sure with

PRESTILE

DE LUXE TILEBOARD

SURE OF PROFITS!

Prestile provides you with a complete line. And Prestile is priced right, too . . . right for your customers—right for you!

SURE OF QUALITY!

Prestile's beauty is baked in. It's tough, durable, non-chipping—lasting beauty that creates satisfied customers.

SURE OF SERVICE!

Complete stocks and prompt delivery enable you to fill Prestile orders in every size, pattern and color.

From every standpoint, it pays to push Prestile!

PRESTILE

"De Luxe Tileboard of Lasting Beauty"

Prestile

Clip this handy memo to your letterhead and mail today!

Prestile Mfg. Co. • 5850 Ogden Ave. • Chicago 50

We are interested in:

☐ Prestile De Luxe Tileboard

☐ Prestile Aluminum Mouldings

Please send literature and samples.

Your Name.....

Illinois Short Course . . .

(*Continued from page 238*)

all of the discussion panels in the comprehensive program were conducted by the staff of the Small Homes Council and members of the University faculty. All phases of home building—planning, construction methods, mechanical problems and costs were covered in detail.

In referring to the basementless house, Lendrum in his introductory remarks called attention to the fact that every period of expanded home building in this country has produced a characteristic house. The recovery period after the last depression produced the popular Cape Cod; while the late 20's, when more money was available, produced houses which copied the exterior appearance of houses of other countries or of earlier houses of our own land.

"Today," the director stated, "we are well along in a cycle of home building, and it is time we stopped to analyze what we are doing and what we need to know in order to do a better job. We already have established the characteristic house of this period. Judging from a survey made in 513 cities, as reported by T. H. Maenner, president of the National Association of Real Estate Boards, the home of 1950 is a ranch-type, one-story dwelling costing $8,000 to $10,000 with no basement or dining room, and with a smaller kitchen but with more closet space than was found in houses built before the war. While the midwest states are behind the other areas in this trend, the Chicago Metropolitan Home Builders Association reports that approximately 35 per cent of the houses built in the Chicago area are basementless, whereas five years ago only five per cent of the houses were being constructed without basements."

Summing up his remarks, the director said, "A gain of 30 per cent for basementless houses in five years indicates that, whether or not you, as an individual, like basementless houses, it is your duty as a builder to learn everything possible about them so that you can produce the best possible quality house for the minimum cost."

William H. Scheick, Director of Small Homes Council, who is now on leave and serving as Executive Director of the Building Research Advisory Board, National Research Council, outlined the basic thinking of the staff of the Small Homes Council in his address at the builders banquet. Taking as his subject "Your Part in Housing Research" he stated that the short course is a good place to look

(*Continued on page 252*)

WORLD FAMOUS Red Devil GLASS CUTTERS

Scientifically Designed for Perfect Cuts—Relaxing to Use—

G1 CAN'T RUST

O24

Twelve in a display

Chapmanized steel RED DEVIL wheel—Can't be imitated

A Product of Red Devil Tools.

IRVINGTON 11, NEW JERSEY

The RANGE-VENTOR SELLS HOMES

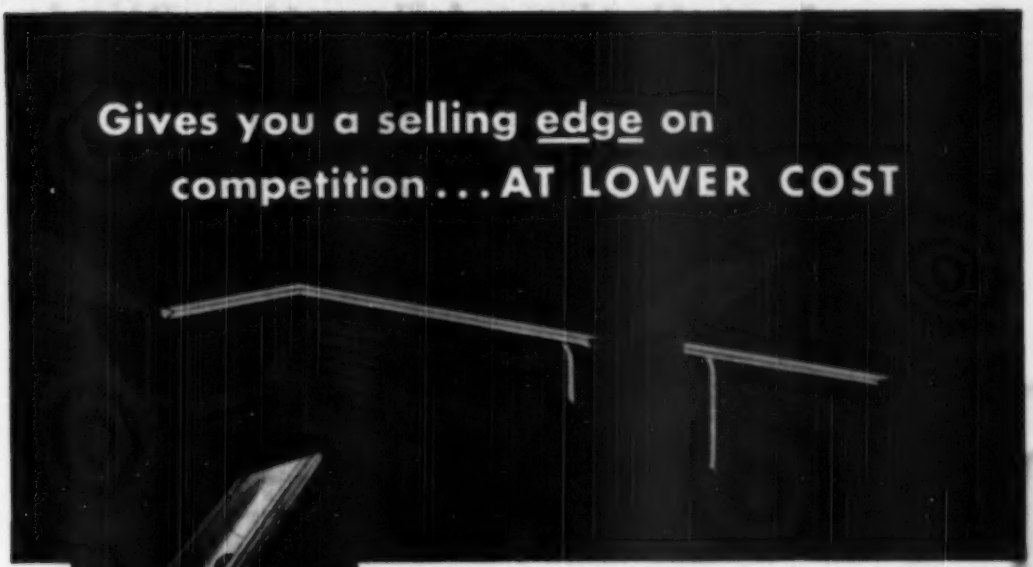
Without a *Range-Ventor* even today's modern and beautiful kitchens are incomplete. Not only does this handsome, eye-filling piece of equipment capture and exhaust kitchen odors, grease and heat at their source—above the stove—but it is a selling feature that has instant appeal. It ventilates, it illuminates, it protects walls and cabinets . . . and it *sells homes*.

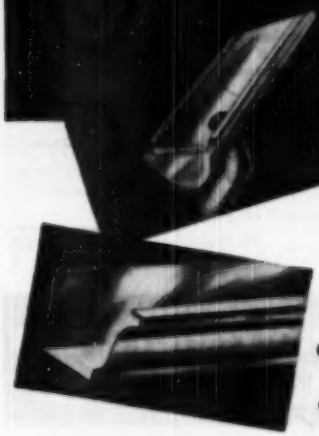
Send for Bulletin 580

Universal Blower Co.

Birmingham 2, Mich.

Gives you a selling edge on competition . . . AT LOWER COST

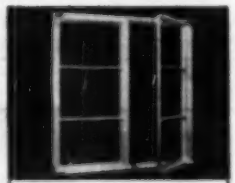




REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

- **That softly gleaming edge around the house advertises you as a *MODERN BUILDER*—with aluminum!**
- **Specifying *rustproof permanence at half the price of other rustproof materials* stamps you as a SMART BUILDER!**
- **And while you give your client non-staining beauty with no need for protective painting *you save still further on installation costs!***

Reynolds Aluminum Reflective Insulation gives you the most efficiency in the smallest package . . . perfect vapor barrier, too!



Reynolds Aluminum Residential Casement, Fixed and Picture Windows have flush-welded corners for rigidity, weathertightness!

That's the three-point story behind the fastest growing trend in gutters . . . and they all add up to greater satisfaction for your client, more profit for you. These are 5" gutters, Ogee and Half-Round styles, smooth or stipple-embossed finish. You put them up with slip joints—no soldering. Downspouts and complete fittings to match. See them at your dealers. Or mail the coupon. **Reynolds Metals Company**, Building Products Section, Louisville 1, Ky. Offices in 52 Principal Cities.

Also
REYNOLDS *Lifetime* ALUMINUM FLASHING, CORRUGATED, 5-V CRIMP, WEATHERBOARD, NAILS, ACCESSORIES

REYNOLDS *Lifetime* ALUMINUM BUILDING PRODUCTS

REYNOLDS METALS COMPANY, 4
Building Products Section,
2003 South Ninth St., Louisville 1, Ky.
Please send full information on your
☐ Reflective Insulation ☐ Gutters ☐ Nails ☐ Roofing & Siding
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Name _____

Address _____

REYNOLDS ALUMINUM

Proper Installation of Venetian Blinds

DURING the past eight years, sales of Venetian blinds have increased 211 per cent—from $20 million in 1941 to $83 million in 1948—the Bureau of Census reports.

These figures are of special interest to the building industry for two reasons:

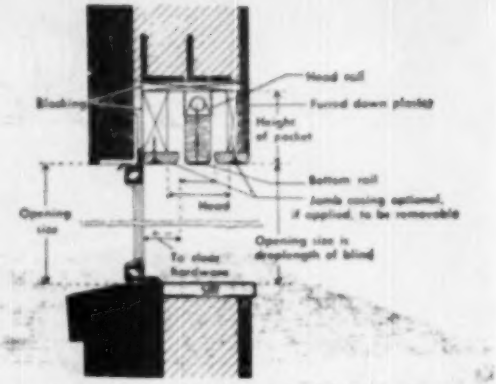
1. They indicate a growing public demand for Venetian blinds, thus establishing the product as a valuable home sales aid.

2. Part of the increase can be attributed to the widespread use of blinds in large-scale housing and apartment building projects.

The public's appetite for Venetian blinds has been whetted by the home decorating magazines and by Hollywood, where practically all interior movie sets offer blinds in lavish window creations. This is pointed out by C. Eugene Stephenson, nationally-known interior designer, who says:

"One of the first questions asked of builders today is whether Venetian blinds will be installed. And, in noting advertisements in newspaper real estate sections, it's interesting to see the phrase 'Venetian blinds included' as a selling point for both homes and apartments."

The Federal Housing Administration has blinds listed under Title Loan I (one) as "Part of Construction". This "essential" rating for blinds is based upon wartime studies conducted at the Chicago Research Foundation. These tests proved that Venetian blinds can save up to 12 per cent of total winter costs because of their tremendous insulation value—certainly an important savings for a builder.



DETAILS of recess or pocket at top of window jamb for Venetian blinds. This method of concealing mechanism of blind, or entire blind when it is in raised position, is especially valuable for large picture windows.

In summer, a Venetian blinded room can keep as much as 10 per cent cooler because of the refraction of sun rays from the color coated slats. In winter, the

(*Continued on page 244*)

It Pays to Give Home Buyers Lawns that Stay Beautiful

Whether you sell your homes completely landscaped or make the lawn after the owner has moved in, you can't afford to skimp on the lawn seed, and run the risk of a disgruntled owner.

WHITNEY'S Lawn Seed is super-refined to remove weeds and chaff. And it's tested and proved for high germination. In other words, it's dependable. It grows lawns that are thick and sturdy.

Write for full information about WHITNEY'S Lawn Seed — we have a mixture for your requirements.

WHITNEY SEED CO., INC., Buffalo 5, N. Y.

Local Colorcretors Can Earn High Incomes

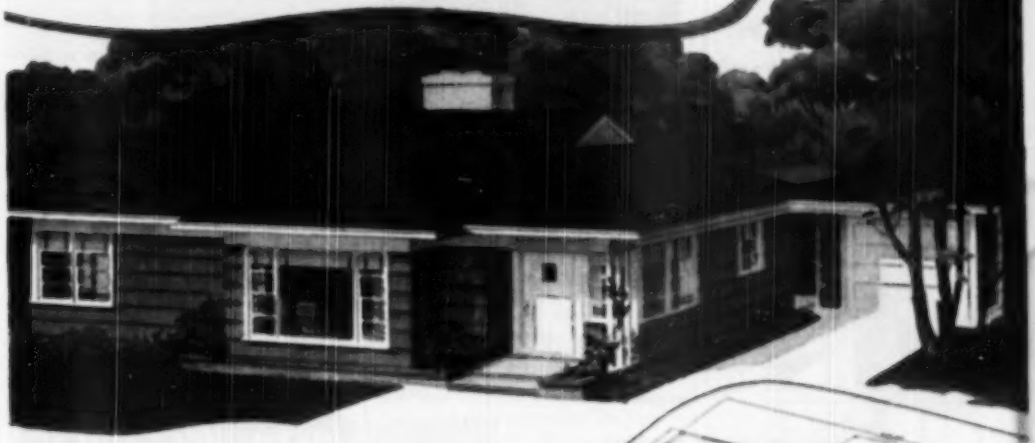
COLORCRETE is today's biggest business opportunity in the building field. High returns from a low investment. Easy, fascinating work. Large waiting market because Colorcrete is applied over all kinds of old and new masonry surfaces—exterior and interior.

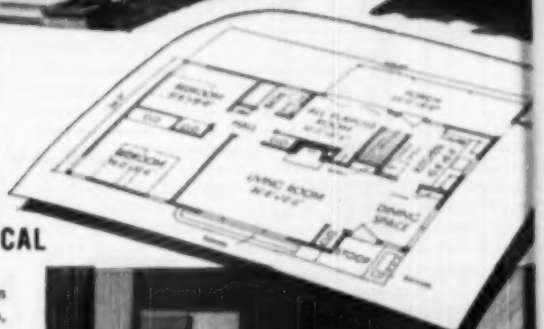
Beautifies and Protects All Types of Buildings

Pneumatic pressure sprays plastic-like Colorcrete to give enduring beauty and water-resistant values. Range of 80 gleaming colors; many textures. Easy to wash. Smartly modern. Write or wire today for Opportunity Portfolio, which gives complete story.

COLORCRETE INDUSTRIES, INC.
500 Ottawa Ave., Holland, Mich.

HOME BUYERS WANT... *COLOR*





PRE-STAINED CEDAR SHAKES

ARE COLORFUL, BEAUTIFUL, ECONOMICAL

THERE'S NO SECRET about the phenomenal increase in demand for pre-stained cedar shake walls. Architects, Builders and Retail Lumber Dealers all over America report that in this age of color, *pre-staining* has made cedar shingles and shakes easier to use and easy to sell.

As the powerful advertising campaign of the Stained Shingle & Shake Association informs more and more of the home-buying public about the beauty, color and economy of shake walls, it becomes increasingly obvious that no other material has such wide popular acceptance.

If you build homes and have never built with pre-stained cedar shakes, look for application information in the Certigrade Handbook. Pre-stained cedar shakes are easy to apply. Cedar shake homes are easy to sell.

CERTIGRADE SHINGLES **GROOVED BY MACHINE** **SCIENTIFICALLY STAINED**

FOR DOUBLE-COURSED WALLS

Pre-stained cedar shakes are applied over inexpensive courses of low-grade cedar shingles. The double thickness permits greater weather exposure of the quality shakes, builds a beautiful, durable exterior wall, in a wide range of colors, at a cost that is within the reach of all new home builders. For remodeling, cedar shakes are applied right over virtually any existing surface.

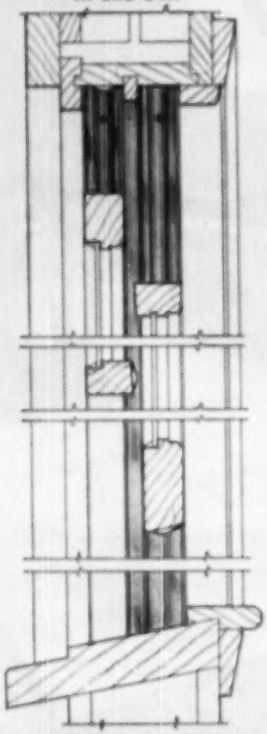
STAINED SHINGLE & SHAKE ASSOCIATION • 1338 EXCHANGE BLDG., SEATTLE 4, WASH.

HETTINGER'S

Triple Seal

PATENT PENDING

COMBINATION SASH BALANCES AND BRONZE METAL WEATHERSTRIPPING IN ONE UNIT



COMPLETE CARTON PACKAGED

1st. Low cost of $3.50 per window, any size

2nd. Easy to apply

3rd. Velvet smooth in operation

4th. Absolutely weatherproof

5th. Sales helps and displays

6th. Nationally advertised

7th. Wide consumer acceptance

8th. Shipments at once

9th. See your lumber dealer today

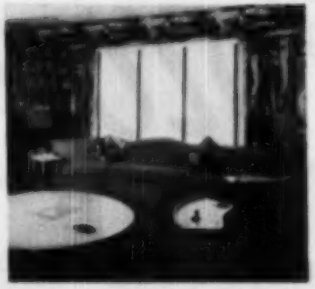
THE WEATHERPROOF PRODUCTS CORP.

329 Westport Road Jefferson 3133

Kansas City 2, Missouri

Venetian Blinds

(*Continued from page 242*)



PICTURE windows fitted with Venetian blinds add decor to interior furnishings

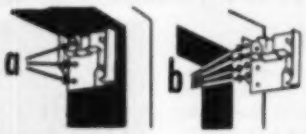
blinds are 90 per cent more effective than window shades in retaining room heat.

Blinds are also given credit by the Foundation for chalking up an annual saving of more than $6 million by preventing the sun-fading of furniture and rugs.

This is accomplished by deflecting the bleaching rays of the sun toward the ceiling or opposite wall areas without sacrificing necessary daylight. Sheer curtains, for example, are only four per cent effective in blocking the sun's rays.

What Kind of Blinds

Venetian blinds with metal slats —steel or aluminum—are most popular and are being included as



BRACKETS for installing Venetian blinds are designed for mounting on both the inside (left) and the face (right) of window jambs. For inside installation use holes "A", for outside use holes "B"

part of the original purchase price by such builders as William Levitt, "father" of the famous Levittown on Long Island.

The easy cleaning feature of metal slats makes them especially appropriate for kitchens where greasy accumulations of dirt is a problem and in bathrooms where condensation is ever present.

Some housewives prefer wood blinds for living rooms because of the soft luster of the slats. These slats are generally of good quality kiln-dried cedar with an even close grain to prevent splitting and to discourage warping. They are

(*Continued on page 246*)

your GHQ for steel service...

Here is a Service Department for builders — where expert engineers, designers, and estimators will help you solve any building problem.

You will find the answer to all your steel problems at International Steel. Large stocks of various steel shapes, standardized methods of manufacture, and a large, fully equipped plant enable us to make quick delivery of your structural steel.

Write today — let International help you solve all your building problems.

INTERNATIONAL STEEL CO.

1804 EDGAR ST., EVANSVILLE, IND.

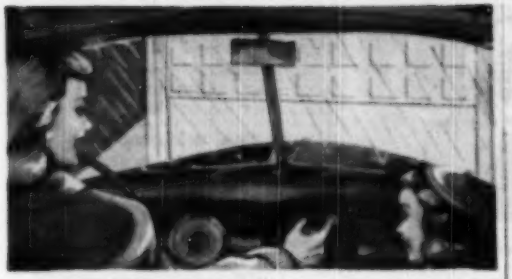
wallboard drive screws

For installing asbestos cement-type wallboard use Hassall wallboard drive screws. Specifically designed with spiral threading for better holding power. Supplied with nickel-plated finish with either casing or button heads. Advise quantities. Prompt delivery.

H Hassall

JOHN HASSALL, INC.

182 Clay Street
Brooklyn 22, N. Y.
Established 1850



WHEN BAD WEATHER COMES

Just press a button . . . to open and close garage doors . . . from within the car.

Such comfort and convenience can now be had by every home owner . . . with the new, lower priced CRANE "300" AUTOMATIC DOOR OPERATOR with Magic Circle Remote Control.

Specially designed for the 1-car garage and priced down to within the means of the average home owner; the "300" is in a class by itself . . . for efficiency, dependability, and value.

Easy to install, plugs into light socket, no wiring necessary.

Write TODAY for Bulletin AB 450.

H. W. CRANE CO. 1443 W. LAKE STREET CHICAGO 7, ILLINOIS

Specializing in industrial and residential door operators for 35 years

STA-TITE
STEEL BRACES
for bridging wood joists

- Save Time
- Save Work
- Save Nails
- Save Space
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Name _____

Address _____

City _____ Zone ____ State _____

Venetian Blinds

(*Continued from page 244*)

milled to a smooth finish, are prime coated before being painted. Fir and maple are to be avoided when buying Venetian blinds because of their tendency to warp and split.

How Big?

Size is also an important factor in determining the type of blind. Slats of lightweight metal are desirable for large windows, particularly the picture-window type, because they may be manipulated

AFTER determining position of bracket, use pointed tool to spot and start screw holes. Make certain both brackets are level

with less physical effort than wood ones. In addition, some of the new finishes make metal slats almost indistinguishable from wood, are even offered in simulated wood surfaces.

SWING down hinged slot to open bracket. This slot holds fascia board which conceals headrail and mechanism

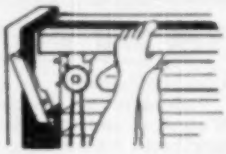
Lifting arrangements and the number of slat-supporting tapes required depends on the size of the blind. A simple single pulley lift mechanism is adequate for blinds up to 72 inches in width; a compound lift is necessary to handle outsized blinds. The span between tapes varies from 24 to 30 inches, depending on the type of slat material.

The single lift consists of lift cords anchored in the bottom rail and moving over pulleys in the head rail; in the compound arrangement, the cords are anchored in the head and move over pulleys in both the bottom and head rails.

Wood blinds of more than 34 square feet and lightweight metal blinds over 42 square feet require these compound lifts. For even larger sizes an oscillating roller head—an elaborate worm gear mechanism—is used.

How to Measure

Venetian blinds, according to circumstances or taste, may be installed either inside or on the outside of window casings. In any event, it is necessary to measure



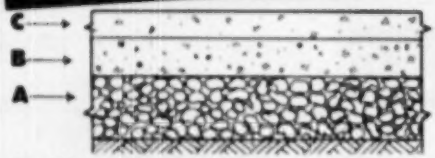
SLIDE fascia board into hinged slots, then snap hinged holders back into position to lock brackets

carefully with a wood or metal rule. Give exact measurements; leave allowances for clearance up to the manufacturer.

When installing blinds inside window casings, measure distance between points where brackets are to be placed, then take the length dimensions—from top of inside casing to window sill. If blind is to

(*Continued on page 248*)

HOW TO KEEP ON-THE-GROUND
CONCRETE FLOORS
WARM AND DRY



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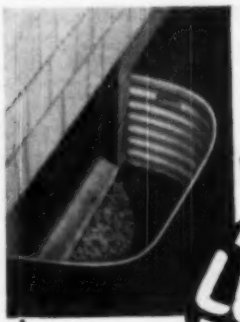

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ADDRESS

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Venetian Blinds

(*Continued from page 246*)

SLIDE headrail of Venetian blind into bracket. It will rest securely on bracket shelves

be hung in a plaster reveal, measure at several points, then give narrowest measurement as width. Plaster frequently may be uneven.

If blinds are to be mounted on the face of the casing, again take exact measurement between points where brackets are to be placed. This width measurement should be at least three inches more than window opening to allow about one and one-half inches overlap on either side of casing. Brackets, however, should be at least one-half inch from the edge of the casing to avoid splitting the wood when brackets are installed.

Installation

Installing Venetian blinds is a relatively simple job.

Most brackets are designed for mounting on both inside and on the outside of window facings. Each blind is furnished with right and left hand brackets with center supports being included for extra large blinds.

When installing in wood facings, merely spot the position of the bracket holes with a sharp point, then screw the right hand bracket in place. Position the other bracket, making dead sure that both are level. Out of plomb brackets means a crooked blind and trouble.

After the brackets are in place, open them by swinging out the hinged slots which holds the fascia or wooden finishing board that conceals the mechanism in the head rail. This will reveal small shelves on each bracket on which will rest the blind. Merely slip the headrail of the blind into place, insert fascia board in place, and snap the hinged slots closed.

If the blind is to be mounted on plaster, it is advisable to use a No. 8 masonry drill and a fiber plug. A toggle bolt may be necessary if the plaster is thin and the blind very heavy. For mounting on steel, use a No. 29 speed drill, thread

(*Continued on page 250*)

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Venetian Blinds

(*Continued from page 248*)

with an 8/32 tap, and fasten bracket in place with machine screws.

Special Installations

Installing Venetian blinds on picture windows previously posed a problem now solved by architects.

Because draw draperies shut out daylight, Venetian blinds were considered a necessary accessory for picture windows, but destroyed the clean symmetry of the window when raised to the up position.

This has been remedied by pockets or recesses in the window head, a device gaining popularity in new West Coast homes. The blind fully raised is completely concealed in the pocket.

The depth of this recess is determined by the type of blind to be used, the kind of slats, and the length of the blind. For ordinary blinds, the minimum width of the pocket is 2½ inches. The depth is computed by allowing ¾ of an inch for each foot of window length if the slats are of metal, or 1¼ inches if the slats are of wood. About 2½ inches should be added to the depth for the top rail of the blind. Outsized blinds with special worm gear lift hardware require a recess from six to seven inches wide and eight to nine inches for the head rail.

What Color

Venetian blinds are now being offered in a large variety of slat colors—from white and light pastels to deep tones and natural wood finishes. Tapes can be chosen to match the slat color or can be picked in contrasting hues for a more dramatic effect.

Where light reflectivity is a factor, however, it can be reported that unpainted lightweight metals in natural color have a reflection value of 88 per cent. White finish is classed at 80 per cent, oyster white at 76 per cent, and natural wood about 65 per cent.

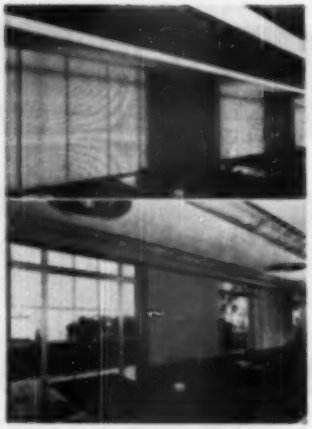
Another innovation which has added to the durability of today's Venetian blinds is plastic tape. Available in several colors, it resists wear, is impervious to dirt and grease, is unaffected by weather.

What To Look For

In ordering Venetian blinds, the quality and durability of hardware and accessories are important.

All wood parts should be sanded to a smooth finish, undercoated and finished with a good grade enamel. Hardware, such as tilting devices, should be die-cast of non-corrosive metal, operate smoothly to circumvent future trouble and potential complaints.

Lift and tilt cords should be braided and of high quality fibers.



RECESSED in top of lambs, mechanism of Venetian blinds is invisible in these modern offices of Chase Federal Savings and Loan Association in Miami Beach. Raised, blinds themselves vanish in recesses. This construction design is especially useful for installing Venetian blinds on large picture windows without disturbing clean modern lines of this type of fenestration

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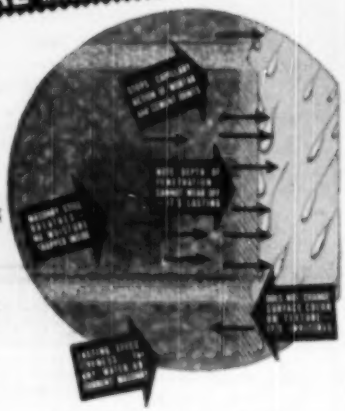

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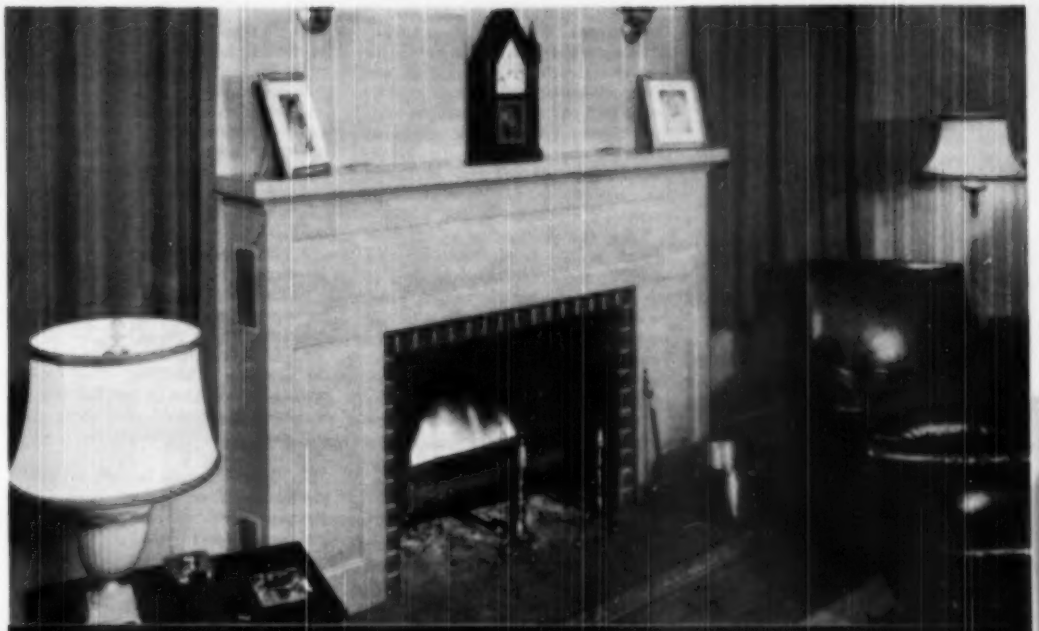

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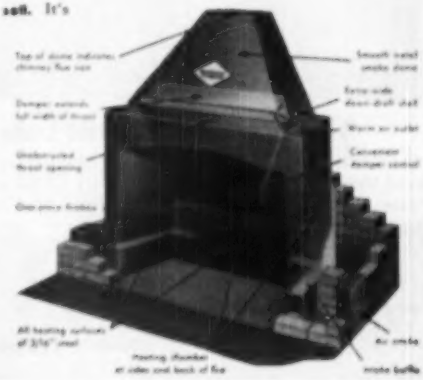

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Illinois Short Course . . .

(*Continued from page 240*)

at housing research in a comprehensive way, because the University of Illinois, through research, education and publication has pioneered the way on much of the research thinking that is now accepted everywhere.

"If this national effort is to be fruitful," says Scheick, "we must develop an over-all concept of housing research which is as big as the housing problem itself. This means that we must think through the entire research pattern to define its problems. It means that industry, government, and the independent research agencies must establish means for working together."

Scheick went on to say, "There are essentially two kinds of research—basic and applied. The former deals with physical principles and establishes fundamental facts. In building research, studies of heat transmission and vapor transmission are examples of basic research that has been done. Applied research develops products which have value to the public and can be manufactured and sold at a profit under our system of free enterprise.

"Up to this time the end products of so-called housing research have only been pieces of the house—materials used somewhere in the structure or equipment installed in the structure. Research on equipment does produce integrated end products such as heating plants, refrigerators, plumbing fixtures, etc. So far, materials research does not produce integrated end products in the sense of major structural elements of the house.

"The end product of housing research is the house itself. Not a piece of the house, nor one item of its equipment—but the entire house. Surely this is something a builder can understand. The thing he sells is the entire house. We aren't satisfied with the houses we build, because we realize that there are many people in the country who can't afford to buy new houses at their present price.

"The impetus behind housing research is economic. People in industry and government believe that one of two things can be done for houses costwise: either the same house should sell for less, or a better house should sell for the same price. Research has accomplished this objective for many other products that are a part of our high standard of living. Many of us are convinced that research is likewise the way to accomplish our objective in housing.

"Organized builders can be given a part in housing research. This can be done as follows:

1. Builders must be a source of housing problems.

2. Builders can actually do housing research, particularly in the field of construction methods, man-hour savings and the handling of materials.

3. Builders can form the most effective agencies for testing research results.

4. Builders must have a voice in government research.

5. Builders must promote research by state-supported educational institutions.

6. Builders must be interested in the legal side of building. They must press for the reform of building codes to permit the use of new materials and methods which satisfy performance standards.

7. Builders must become experimental-minded or research-minded, if you please. For we have need of experimental-minded builders," Scheick concluded.

Coast Lumber Output Off

Outputs from sawmills in the Douglas Fir region in January dropped more than 50 million feet a week below December figures, the West Coast Lumbermen's Association reports.

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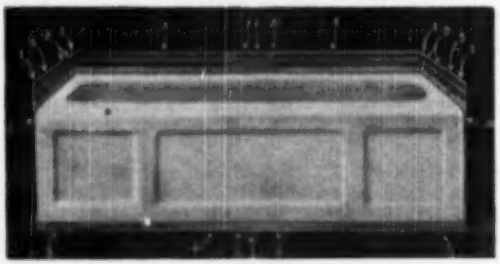

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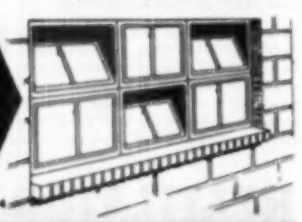

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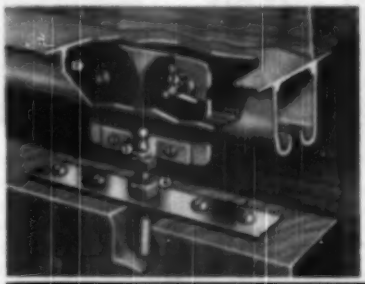
Use Kennatrack Sliding Door Hardware

Communicating doors fitted with Kennatrack provide big savings in space, permitting efficient interior arrangement. Doors *hang* (there is *no* floor track) on smooth-acting, ball-bearing rollers set in extruded aluminum track. New Series 400, shown below, specially designed for heavy wall-pocket installations.

FEATURES OF KENNATRACK SERIES 400

- Not 2, not 4 but EIGHT noiseless, overslze wheels with neoprene tires. (Arrow 1)
- Not 1, not 2 but FOUR easy-operating ball-bearing rollers. (Arrow 2).
- Easily accessible bolt and lock nut (arrows 3, 4) allow ¼" vertical door adjustment.
- No grooves or floor track whatsoever. Small floor guide hidden in pocket.
- Maximum door weight recommended 65 lbs. Metal split jamb support mouldings available.
- Immediate shipment, standard lengths from jobber stocks. Prompt factory drop shipment service on special lengths.



WRITE DEPT. 540 FOR FULL DETAILS TODAY!

JAY G. McKENNA, INC.
Specializing Exclusively in the Manufacture of Sliding Door Hardware
ELKHART, INDIANA

Ualco

The Fastest Selling

ALUMINUM CASEMENT WINDOWS

in the World!

Why? . . IT'S THE LIFETIME* WINDOW at a ONE-TIME COST

Your prospects want Ualco Lifetime Aluminum Casement Windows! They want them because these windows cost only a little more at first . . a lot less within a few years.

Upkeep on Ualco is nil . . is absolutely nothing. That's why Ualco sales soar! That's why your profits pyramid! And that's why it can be worth a few minutes of your time to get complete details . . now!

Write for this **FREE CATALOG** *Today!*

*Registered U.S. Pat. Off.

UNION ALUMINUM COMPANY, Inc.
Department A-45 • Sheffield, Alabama

Gentlemen: Without obligation, please send me your Ualco catalog. Please check:

I am an ____Architect, ____Building Supply Dealer, ____Building Contractor.

Name ____ Title ____

Company ____

Street ____

City ____ Zone ____ State ____

NAREB Releases Brochure On Slum Reclamation

An illustrated brochure presenting views and suggestions on how to reclaim slum areas was recently released by the National Association of Real Estate Boards. The booklet, called "Neighborhood Reclamation," was prepared for NAREB by the Urban Land Institute, outstanding research group in city planning.

Robert P. Gerholz, Flint, Mich., president of NAREB, recently proposed that local real estate boards sponsor pilot demonstrations as the initial move of their neighborhood reclamation campaigns, to show how a run-down area can be rehabilitated through moderate expenditures and enforcement of local health, safety, and sanitation laws.

Five additional boards recently announced they would participate in the program, making a total of 69. The newly added boards are the Real Estate Board of Kansas City (Mo.), San Antonio Real Estate Board, Springfield (Mass.) Real Estate Board, Greensboro (N.C.) Real Estate Board, and Bridgeport (Conn.) Real Estate Board.

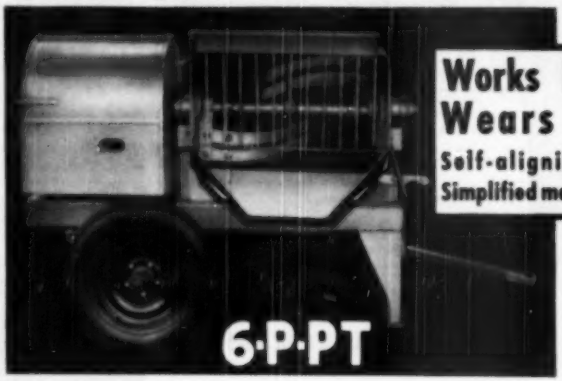
"Neighborhood Reclamation" containing 12e"before" and "after" photographs of conditions in run-down sections of various cities, tells the story of what other cities such as Baltimore, Charlotte, and Philadelphia have done to rehabilitate their slum neighborhoods.

Specific examples of city ordinances and regulations pertaining to housing standards are incorporated in the publication. These codes and rules may be used by other cities as base examples in bringing their health and sanitation codes up to date.

A six-point outline on how to start a neighborhood reclamation program is another feature of the brochure. Included in the advice is a broad review of present city ordinances relating to minimum requirements for health, sanitation, safety, and fire hazards in dwelling places.

The booklet suggests the appointment of a special municipal judge who is qualified to handle all cases involved in enforcing the reclamation program. Local boards are also urged to enlist cooperation and coordinate efforts of interested groups in the community, including civic organizations, business clubs, labor unions, chamber of commerce, home builders' association and religious organizations.

GILSON Mortar and Plaster Mixer



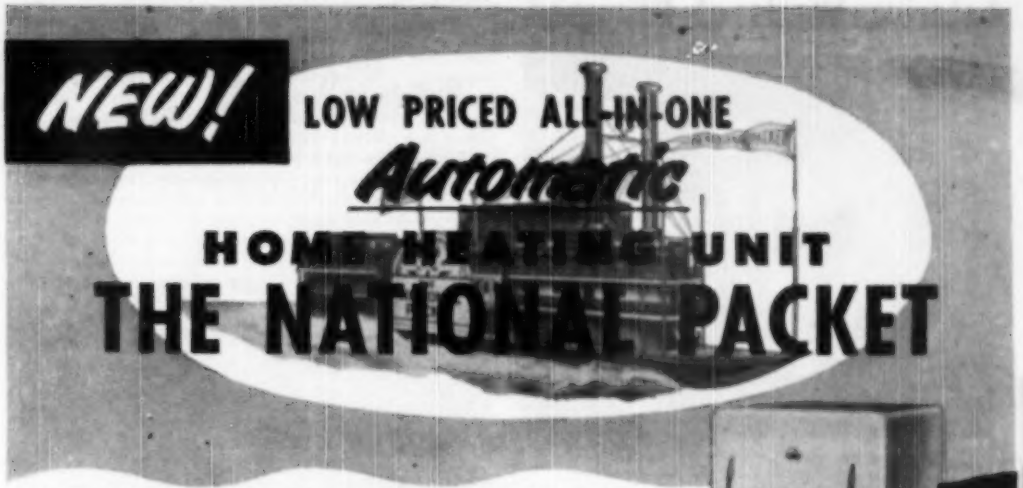
Works Better, Wears Less

Self-aligning shaft
Simplified maintenance

THE GILSON mortar mixer does the good job you want on every batch — and is built to *stay* on the job. You can depend on this mixer more than on any other because the precision, self-aligning ball bearings keep running true despite the pull of big and heavy loads. Even more, you easily change any part of the mixing unit without disturbing the shaft or bearings . . . no need to have your Gilson torn down in a repair shop. Grates have narrow openings to safeguard hands—a safety feature that you want to protect your men and yourself. Model 6-P-PT is one of 39 mixers now serving contractors coast to coast. Write for the 6-P-PT bulletin and the name of your Gilson distributor.

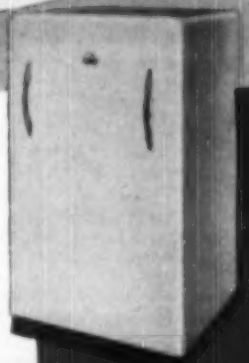
GILSON BROTHERS CO. Fredonia, Wisconsin

Manufacturers of Contractors Equipment Since 1911



NEW! LOW PRICED ALL-IN-ONE *Automatic* HOME HEATING UNIT

THE NATIONAL PACKET



The National Packet is an all-in-one oil-heating unit for hot water and steam, engineered for the modern functional design of small homes, individual apartments, motels and stores. This integrated unit is so controlled that high efficiency and consequent economy are assured. The National Packet is complete—water pump and controls mounted—combustion chamber, jacket, insulation and burner in place—ready for immediate installation. Meets ASME Code construction requirements. Another valuable addition to National's distinguished family of heating products.

EXCLUSIVE NATIONAL PACKET FEATURES

- High operating efficiency—horizontal flue travel across suspended active heating surface for maximum radiant heat absorption. Water backed heating surface extends to floor.
- Built-in expansion tank and air eliminators save space—save money.
- Tankless domestic hot water using special "jet-flow" principle provides abundant, quick hot water, year 'round.
- National "Raytrol" simplified control system insures adequate domestic hot water and even heat distribution.
- Unusual adaptability and compactness. Occupies approximately 4 square feet of floor space.

Profitable for Wholesalers and Heating Contractors

—Low price makes it readily salable.
—Compact unit saves storage space.
—Low installation costs. Compact, all-in-one features make for quick, easy installation.
—Integrated assembly of high quality parts minimizes service call-backs.

See the NATIONAL PACKET for the first time at the OHI Show, Booth No. 418 Commercial Museum Philadelphia April 24 - 28, 1950

THE PAGEANT OF PACKETS

"PACKET" recalls the story of those valiant boats that had such great impact on The American way of life during the latter half of the 19th Century. The Packet was the speediest, easiest-to-handle riverboat of its day. The Packet immediately brings to mind compactness, versatility and efficiency—thus "Packet" has been chosen as the name for this new and unique addition to National's famous line of heating products.

The National Radiator Company
221-B Central Avenue
Johnstown, Penna.

Send me more information on The National Packet.

Name _____

Street No. _____

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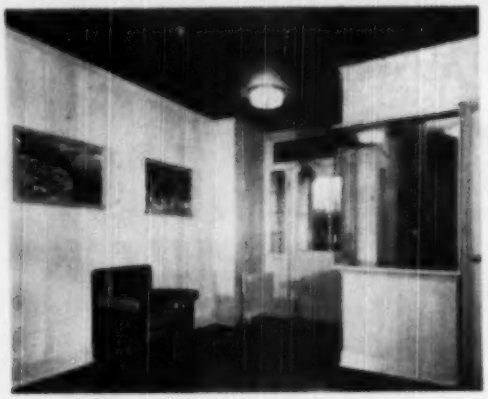
City Zone State

THE NATIONAL RADIATOR COMPANY

JOHNSTOWN, PENNSYLVANIA

Interior Walls of Plywood



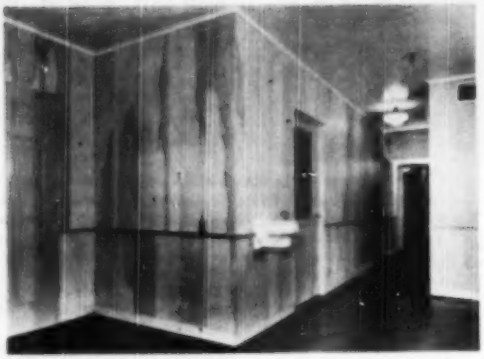
M & M has renovated its entrance and waiting room in clear vertical grain fir. Dark red Kraftwood ceiling makes pleasing contrast with golden fir

EARLY Americans knew and appreciated the utility, warmth and beauty of natural woods. Today after years of industrialization and exertion towards finding better living, the style trend is turning back to natural finishes in many areas.

Plywood as much as any one product is responsible for bringing this about. The flexibility of its uses, the easy application of large, clean panels veneered in a variety of hard and soft woods have at last brought genuine wood to its rightful place in this atomic world. Moreover, it has made its use equally welcome for interiors or exteriors.

One of the nation's top plywood producers, M and M Wood Working Company with home offices at Portland, Ore., has long practiced what it preached about using plywoods. Currently refurbishing its home offices with every kind of plywood it makes, it provides a "living" demonstration of plywood's flexibility and beauty. The effect is a pleasant blending of tones and decor, truly a fine example for the industry of what plywood can do.

Paralleling the trend to natural finishes, paint companies have developed simplified systems and improved products to retain the light tones of the wood. Several systems are available and any good paint company will be glad to offer suggestions. For greater light reflection, yet still retaining the grain pattern of the plywood paneling, pigmented seal-



PLYWOOD planks and parquet are excellent for use in modernizing homes or commercial interiors

Two Great MONEY MAKERS For BUILDERS

Here are two mixers every builder should own. They speed up work, save many man hours a year and are known every'where for their quality and rugged construction. See your CMC distributor or write for catalogs.

WONDER "SUPER SIX" HOE TYPE MIXER

Mixes cement, mortar, patent plaster with hair or fibre. Has renewable long lasting drum liners—for extra years of service. Triple mixing hoes. Sealed Timken bearings on both hoe and jack shafts.

WONDER 3½ TILTER. The original and still the greatest value in small job mixers. Quality construction featuring Figure "8" mixing action. Quickly spotted anywhere, as shown in above photo. You know this mixer and can buy it with assurance it is the best in the field.

CONSTRUCTION MACHINERY CO'S

Good News for Home Builders

THIS MODERN OVER-HEAD DOOR IS 14 WAYS A BETTER BUY

IT'S THE NEW . . . SECTIONAL-TYPE

"OVER-THE-TOP" GARAGE DOOR

● Simple in design, easy to adjust, smooth in operation, surprisingly low in cost . . . that's the all-new *Sectional-Type* "Over-the-Top" Garage Door. Here is a door rugged enough to withstand the hardest use and roughest weather, yet perfectly balanced for light-running, automatic action. A turn of the handle starts it up and in — completely out of the way. Adjustable brakes prevent slamming or rebounding . . . door rolls freely, quietly on ball-bearing rollers. Equipped with quality Frantz hardware throughout, the new "Over-The-Top" Sectional-Type Door comes in two residential sizes: No. 200 for openings 8' wide x 7' high, and No. 219 for openings 9' wide x 7' high. Only 13½" of headroom are required for installation.

WRITE FOR FREE LITERATURE

Get all the facts now on this all-new, less costly garage door. Simply drop a request in the mail, and we will rush you complete information, including installation details and specifications.

FRANTZ

GUARANTEED BUILDERS HARDWARE

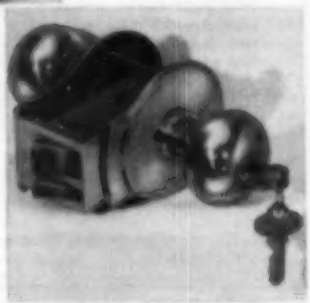
FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

CORBIN

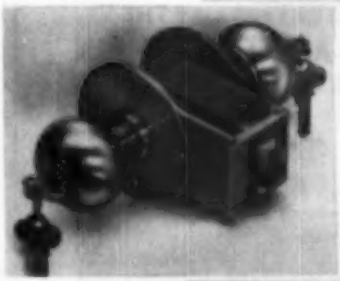
Five Functional Types Complete the Scope of Corbin Famed "900" Series Unit Locks and Latches

900-710 — Interior Door Latchset. Operates by knob from either side at all times.

900-730 — Privacy Lockset for Bath or Bedroom Doors. Operates by knob from either side except when locked by push-button in inside knob. Turn of inside knob releases locking mechanism.



900-780 — For Residences, Apartments and Office Doors. Operates by knob from either side and by key from outside when locked by turn piece in inside knob.



900-735 — For Apartments, Public Buildings and Office Doors. Similar to 900-780 except that key-operated cylinder in inside knob replaces turn piece. Tamper-proof locking security.

900-740 — Designed for School, Classroom Doors. Key operated locking mechanism in outside knob only. Normal turn of inside knob opens door at all times.

Practical and Stylish these Corbin Units in cast brass or bronze are factory assembled for ONE-PIECE, fast installation. There is no costly mortising required. Vault-like strength assures greater protection and longer trouble-free use. Every good building deserves Corbin "900" Series Unit.

P. & F. Corbin

DIVISION

THE AMERICAN HARDWARE CORPORATION

New Britain, Connecticut

Interior Walls of Plywood

(*Continued from page 256*)

ers, thinned and applied with a sponge or cloth are easy for the layman to apply. Some companies recommend applica-

PRESIDENT Herbert Malarkey's office is now in oak parquet which gives wall surface an interesting pattern. Light color of oak plywood makes it one of the best woods for office paneling where light is a factor

tion by brush, a few minutes drying time and then wiping off with a clean cloth. Others use the one step method of application by cloth and wiping off which saves time and avoids "light spots" where pigment is absorbed into the end grain of wood. Subsequent coats of clear sealer (or white shellac) and dull varnish complete the jobs.

Some very excellent stain wax finishes are also available, with excellent results being reported with one and two coats. One formula popular on Redwood lumber for

THE new redwood plywood for paneling was used in this dining room and hallway

the past 10 years is of particular interest now that Malarkey Redwood Plywood is available on the market. It is mixed and applied as follows:

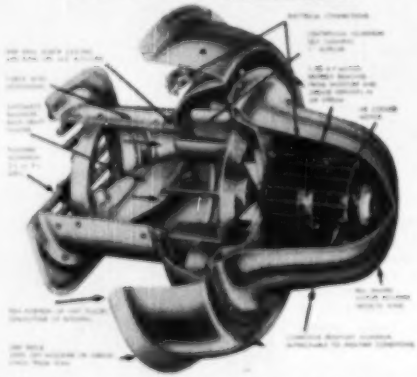
Melt two pounds unbleached beeswax, add one gallon turpentine. Apply with a fairly stiff brush, working it into the wood well, and keeping the mixture warm so that it remains thin. Allow to dry for 24 hours, and then if there are any wet spots wipe off the surplus wax with a cloth. When surface is thoroughly dry fill nail holes with plastic wood mixture*. Then rub surface well with steel wool to smooth same and remove any excess wax. For second coat apply liquid polishing wax, allow to dry thoroughly and then polish with a fairly stiff brush. If a higher polish is desired apply and polish another coat of liquid polishing wax. Do not use shellac or filler of any kind as it will darken the wood. Apply all wax and do all rubbing with the grain, never across.

*See Formula page 260

HOME BUYERS LIKE THE

KITCHEN-AIRE EXHAUST FAN

BECAUSE IT'S *DIFFERENT*



Different, because it is FIRE SAFE, grease laden air is NOT drawn over motor.
Different, because intake grill may be mounted above cooking range even on inside wall.
Different, because ordinary 5" stove pipe will serve for making connection between intake grill and exhaust fan.
Different, because it is QUIET, operating mechanism is mounted OUTSIDE the wall.
Different, because it is weatherproof, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.

You—the Kitchen-Aire is different. Electrically operated, easily installed, the Kitchen-Aire adds that plus value which makes new homes salable. It is the last word in kitchen ventilation, a feature your buyers will like. Underwriters Approved. Advertised in Better Homes and Gardens.

STEWART MANUFACTURING COMPANY

3204 E. Washington Street, Indianapolis, Indiana

BUILDERS!

CONTRACTORS!

COMPLETE NEW HOME PLANS

Have the advantage of perspective drawings and floor plans to show future homebuilders. Give your clients the opportunity to choose from these latest design plan books. Plans utilize builders newest cost cutting and latest construction methods. Complete working blueprints of 200 FHA approved homes are available.

Wide variety of contemporary and traditional designs styled for comfort, beauty and convenience. Includes starter homes, four- to ten-room home sizes—in ranch styles, modern design, Cape Cod and duplex plans.

Order 2 books for only $2.00 (one book for frame and one for block masonary construction). Then when you order your first set of working blueprints—4 blueprints included in set—$25.00 for frame construction, $35.00 for block construction—your original $2.00 investment will be credited to your order. Order books today—let these amazing plan books sell home contracts for you.

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Only

shellac

- Won't scratch or mar
- Will not darken with age
- Outwears all other finishes

FAST-DRYING

shellac

THE FINEST FINISH
FOR THE FLOORS
OF THE HOMES YOU BUILD

Independent scientific tests have proven it!

Send for valuable data on professional application of shellac

MAIL TODAY!

shellac INFORMATION BUREAU 84
of the American Bleached Shellac Manufacturers Assn., Inc.
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Please send, without obligation, full information on shellac—including "Standard Specifications".

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ADDRESS _____ CITY & ZONE _____ STATE _____

SIGNED _____

Fred W. Wappat
ELECTRIC HAND SAWS
are Best!

FIRST — built to last!

Many Fred W. Wappat Saws are *still in every-day use after 20 years' service*—still showing a profit for their owners. *Proven design* and construction make them dependable—make Fred W. Wappat Saws their own best salesmen! Ask any Fred W. Wappat user!

MAINTENANCE problems MINIMIZED!

Special Fred W. Wappat-designed and correctly cut gears, deep-groove sealed ball bearings, one-point lubrication, air-cooled motors, keep saws running smoothly hour after hour, in any climate. Mechanical parts easily accessible for checking, cleaning, etc.

EASY on the operator!
SAFE for the operator!

Fred W. Wappat Saws are carefully balanced for fatigue-free operation—even with one hand! Operate perfectly in any position! Instantaneous cut-off switches, fool-proof telescoping blade guards protect even the most inexperienced operators at all times!

NEW!
Fred W. Wappat
Maxaw
the 8" Saw with "Big Saw" Features!

Cuts 3-1/16" square cut, 2" dressed lumber at 45°. Has built-in depth and bevel adjustments. Write for Bulletin S-12

PRICE: $65.00

MODEL A-9
3-7/16" Capacity
$135.00

MODEL A-8
2-5/8" Capacity
$115.00

BOTH SAWS ADJUST FOR DEPTH AND BEVEL CUTS

Fred W. Wappat, Inc.
135 Valley St., Mayville, N.Y.

The CAPITOL *Taper Seal* GARAGE DOOR

is a Profitable Door for you to recommend and install. Customers like these self-selling Taper Seal features: beauty — feather-touch operation — balanced action — complete weather protection — long, trouble-free life — reasonable cost. For you — faster sales — greater profits. Sizes: 8'0" x 6'6"; 8'0" x 7'0"; 8'0" x 7'6"; 8'0" x 8'0"; 9'0" x 7'0"; 9'0" x 8'0"; 10'0" x 7'0"; 10'0" x 8'0"; 10'0" x 9'0"; 10'0" x 10'0".

***Now!* THE NEW CAPITOL STREAMLINE FLUSH-PANEL**

For Faster Sales

For Greater Profits

— stronger, longer lasting — combines beauty and economy. Panels are electrically bonded (not nailed) to each side of the frame — insures rigidity — prevents warping and distortion. Sizes: 8'0" x 7'0"; 8'0" x 7'6"; 8'0" x 8'0"; 9'0" x 7'0". Thickness — 1¾".

See your lumber dealer or write us for prices.

CAPITOL PRODUCTS

118 SOUTH THIRD STREET • SPRINGFIELD, ILLINOIS

Give your customers warp-proof metal construction, modern, spacious design, lower construction costs!

Bostwick No. 32 Expanded Metal Bull Nose Casings make a more durable, fire-proof trim for doors, windows and other wall openings . . . yet actually cost less than wood construction!

Contractors like the way perfect corner mitres are quickly and easily formed and the fact that sanding and wood-finishing time is eliminated.

Their clients, in turn, like the smooth, sanitary construction features and the savings that result.

It pays you to stock Bostwick Casings. Write today for prices and catalog.

SPECIAL CONSTRUCTION FEATURES

Bostwick No. 32 Expanded Bull Nose Casings are constructed from a single piece of rigid metal that will not warp, shrink or crack. The spring action of the angle flange holds mitre tight against frame work.

A complete line of Bull Nose, Square and Modified Square Casings and D. G. are available in Expanded and Narrow Flange Styles.

THE BOSTWICK STEEL LATH COMPANY

102 HEATON AVE. • • NILES, OHIO

Importance of Garbage Grinders

—as sales feature and household convenience revealed in western survey

A SURVEY conducted among householders in Norwalk Gardens, Calif., gives factual credence to claims that housewives have a growing interest in the household food waste grinder as a major kitchen appliance. Here, the householders not only considered the grinder as an attractive inducement to purchase, but, after occupancy of their homes, they considered the garbage disposer the most important special feature. Questions asked on the survey and tabulations of responses follow:

Question (1): *What advertised features aroused your first interest in homes in this tract?*

Advertised features which aroused first interest:	Respondents answers Number	Per Cent
Fenced yards	70	35.2
Garbage grinder furnished	29	14.6
Small down payment	29	14.6
Range furnished	18	9.0
Refrigerator furnished	17	8.5
Told by friend or relative	15	7.5
Various appliances furnished	14	7.0
Price	9	4.5
Convenient location	8	4.0
Good sized lot	8	4.0
Good floor plan	6	3.0
Close to school	5	2.5
Washing machine furnished	4	2.0
Other answers (less than 2 per cent each)	14	7.0
No particular feature	48	24.1

The wide diversification of answers may indicate that builders should have a number of special features to attract the attention of the largest number of buyers.

Question (2): *After you inspected the property what special features were of most importance in influencing your decision to buy?*

Special features which were most important in influencing decision to buy:	Respondents answers Number	Per Cent
Fenced yards	96	48.2
Good floor plan	65	32.7
Garbage grinder furnished	52	26.1
Range furnished	23	11.6
Lot size	19	9.5
Refrigerator furnished	16	8.0
Hardwood floors	14	7.0
Various appliances furnished	11	5.5
Convenient location	10	5.0
The price	6	3.0
Small monthly payments	6	3.0
Small down payment	5	2.5
Washing machine furnished	5	2.5
Other answers (less than 2 per cent each)	12	6.0
No particular features	22	11.1

As in the previous question, "fenced yards" was the largest single item, but the total number of "mentions" of appliances exceeded it. The waste food grinder was mentioned by more people than any other appliance.

(Continued on page 268)

FORMULA FOR PLASTIC WALL MIXTURE

"Mix 1 part of Light Mahogany and 1 part of Dark Mahogany plastic wood and add to the mixture as much fine redwood dust as it will take without getting too crumbly. Two parts of the plastic wood mixture should take about one part of redwood dust. If the mixture becomes too dry to work properly, add plastic wood solvent as necessary.

Long-lasting Lumite screens are woven of durable saran . . . guaranteed never to rust, never to stain sills or sidewalls. They're completely unaffected by salt-air, smoke, rain or snow . . . never need protective painting of any kind! That means years of care-free protection for your owners . . . means complete owner satisfaction for you. Give Lumite screening, the low-cost *extra*—it's the ideal screening for every exterior use!

Sold by hardware, lumber, building supply wholesalers and screen manufacturers!

FACTS FOR ARCHITECTS AND BUILDERS

Effects of acids, alkalies and solvents—Essentially none.

Non-inflammable—But softens at about 240°F.

Tensile strength, ultimate (of filament)—Up to 40,000 lbs. per square inch.

Impact strength—Greater than conventional screening, when adequately framed.

Installation—Cut with ordinary scissors. Fold cut edges under ½". Tack or staple the screening smoothly and evenly every 1½". Because of inherent characteristics, LUMITE will gradually draw itself into a snug, firm fit.

LUMITE*

SARAN SCREEN CLOTH

*Registered Trade-mark

For free samples and information write Dept. B-2.

LUMITE DIVISION, CHICOPEE MANUFACTURING CORP. OF GEORGIA, 40 WORTH STREET, NEW YORK 13, N. Y.

RAYNOR

RAISED PANEL Door

Truly the Outstanding Door for Economy—Beauty and Profit!

✱ At last a door that requires no special paint job or extra equipment to make it different!

Raynor Raised Panel Door offers door users beauty and individuality built right into the door!

✱ Raynor Raised Panels are machine routed from 1" stock and built into the door sections at the factory!

With wide selections of panel designs and patterns available, this door creates it's own demand.

RAYNOR DOOR with Sectional Overhead — GRADUATE Seal

Raynor offers a complete line of wood sectional overhead doors. Write for dealer and franchise information.

SEE OUR CATALOG IN SWEETS

RAYNOR MFG. CO.

River St., DIXON, ILL.

Lemco LIFT-OUT BASEMENT WINDOW

IMMEDIATE SHIPMENT FROM STOCK

- STURDY—fabricated from solid, hot-rolled steel sections to give life-time satisfaction
- LOW COST—priced no more than ordinary windows
- SIMPLE OPERATION—no sheet metal side arms or tricky opening devices
- ECONOMICAL INSTALLATION—completely prefabricated, hardware factory applied; installed in one-third less time than ordinary windows
- COMPLETE LINE—available in three sizes, plus utility and security windows; especially adaptable to concrete block construction. Basement and utility windows also available in aluminum

Write today for literature on LEMCO casement, basement, and utility windows in steel and aluminum, aluminum awning windows and other building products.

CROFT STEEL PRODUCTS, INC.
14 MARKET STREET · JAMESTOWN, N. Y.

in hardwood flooring-

-LOOK FOR THE MARK OF DEPENDABILITY!

When you buy DELFAIR flooring, you can be sure you're getting the best. For many years, DELFAIR has been a favorite floor among contractors, builders and homeowners. Next time you select flooring, look for the mark of dependability . . . look for the mark of DELFAIR.

Write us about YOUR needs. A DELFAIR representative will be happy to contact you.

STANDARD STRIP . . . consistently used in homes and commercial buildings all over America.

DELFAIR PREFINISHED . . . brings you quality flooring with long-lasting, built-in beauty.

DELFAIR PLANK . . . in random widths brings elegance and charm to any modern home.

DELFAIR PARQUETRY . . . gives beautiful and striking design to large or small homes, as well as commercial buildings.

D. L. FAIR LUMBER COMPANY
LOUISVILLE, MISSISSIPPI

Garbage Disposal Plan . . .

(*Continued from page* 101)

necessity of building sewage treatment plants, including Jasper. After the delay of the war years, the Jasper plant construction was inaugurated in 1947-48. The construction of the plant was hastened when other plans for erection of a hospital in Jasper were announced. The plans for the treatment plant were paralleled by the evolution of the garbage disposal problem. The plant was being built large enough to accommodate future residential additions. Mayor Thyen decided to investigate the effects of ground garbage in such treatment plants. He visited a number of cities using treatment plants to process ground food wastes. Consulting engineers recommended that the plant plans be slightly revised to accommodate any

GORDON RONEY, commercial engineer of General Electric Company, exhibits use of special tool for enlarging small holes in installed sinks receiving electrical disposal units

increase in sewage to be treated after installation of household units. The engineers added that irrespective of the immediate application of the Jasper plan an addition should be made to the plant to accommodate household grinders which could be expected to be installed in Jasper's homes as a part of natural progress.

The mayor, who is also an engineer for the Jasper Wood Products Company, estimated a solid volume increase of about 3 per cent, although the total volume processed by the plant might increase as much as 35 per cent.

Inspection of the dual sewer system of Jasper indicated that it is adequate to handle the waste from the domestic grinders. Experience with existing installations has revealed that the food waste particles have a scouring action within the sewage system, actually removing the inner coating of grease generally found in sewer conduits. Thus, any problem of sewage treatment was solved or deemed easily solved.

The next problem was that of installing 1000 disposal units in old sinks of varying sizes, shapes, and metals. Some manufacturers considered this problem insurmountable and dropped interest in the plan. Others assigned engineers to the task, some of whom suggested equipping all kitchens with new sinks. The specific handicaps were small sink openings, large sink openings, stainless steel sinks, and difficult plumbing installations. A special grinding tool was developed to enlarge small openings, adapters have been made for the large ones, a press was designed to enlarge and crimp the openings in steel sinks, and the M. S. Little Company, cooperating with the General Electric Company, perfected a special trap for the difficult

(*Continued on page* 264)

No. 4121, window glass mirror.
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Quality features found only in more costly cabinets are built into these low cost cabinets by Lawson:

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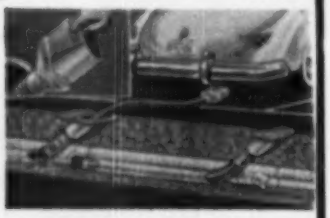

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POSITIVE KITCHEN COOKING VENTILATION

Garbage Disposal Plan . . .

(*Continued from page 262*)

plumbing situations. These sentences fail to convey, of course, the time, study, and perseverance demanded of the engineers in perfecting tools to solve these problems. The commendable response made to these demands by the mayor, the cooperating engineers, and the city officials was the guarantee of the success of the Jasper plan.

After this hurdle had been passed in 1949, bids for mass installation were asked for and special tests were initiated by the city authorities and Couch and Kulin, Inc., consulting engineers of Indianapolis, Ind., for the individual models offered by the various manufacturers. Literally, everything from soup to nuts, including bottle caps, pins, bones, and miscellaneous rubbish was processed

THESE sinks, typical of those in Jasper, will be adapted to electrical waste food grinders

through the units submitted by bidding companies in these special tests. The test data supplemented the regular bids. All of the units demonstrated capacities to justify some consideration. The tentative contract was awarded to the General Electric Company whose commercial engineer, Gordon Roney, had already made major contributions to the solution of the besetting problems.

Jasper is a progressive town with a progressive citizenry who only wanted to be shown the practicality of the plan before giving support to it. Although the state had empowered the city with authority to make a bond issue to pay for the units, Mayor Thyen and his associates decided that no one in Jasper should be forced to accept the unit, that Jasper's citizens should accept it on its own merits, voluntarily. Each householder was asked to volunteer to enter into the contract and purchase his own unit. In this way, interest and charges of a bond burden were avoided and no additional bureaucratic burden was put on the city government. Local banks agreed to make special loans to families who needed them. Over 650 householders signed contracts and made deposits when the voluntary contracting program was initiated. These contracts were the prerequisites needed for the firm acceptance of the General Electric Company's bid. Since contracts will be accepted until July 1, the total number is expected to reach 1000.

For the builder-developer of projects in peripheral areas of urban centers, this system solves the problem of garbage collection occasionally imposed by city governments. Apartment buildings present a unique situation. Analysis has revealed that families living on upper floors frequently

(*Continued on page 266*)

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Several "TA" Series heaters may be operated by one wall thermostat since each Series "TA" Heetaire has a self-contained relay for control by a single thermostat (with a range from 55° to 85° F.) if desired.

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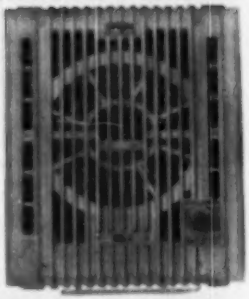

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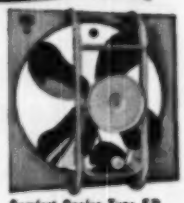

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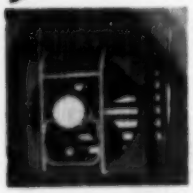

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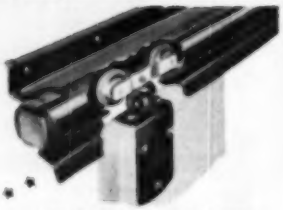

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Please send me complete details on contractor's premiums.

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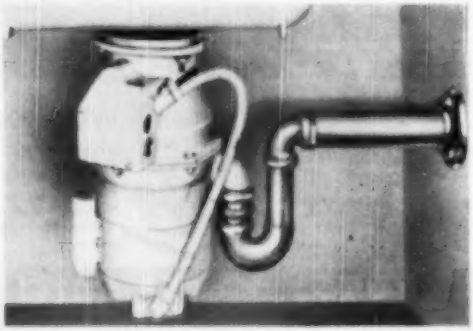
Garbage Disposal Plan . . .

(Continued from page 264)

dispose of their garbage through water closets rather than carrying it to basements. Disposal units relieve that situation and obviate the inconveniences of concentrated garbage accumulation of apartment living.

The disposal unit is, in itself, an important selling point in any builder's sales program. The unit eliminates the need to transport garbage, an imposing task in large cities that must move as much as a trainload of refuse each day. It eliminates a feeding place for flies, mosquitoes, rats, mice, and stray dogs.

Whether or not a garbage unit is included in a particular home (and in its mortgage) is a decision each builder must, of course, make for himself. The builders of economy



THIS is unit selected by Jasper officials. Note 3B-Boy trap. It is Disposall model FA3-JR, made by General Electric Company

houses may not wish to increase prices by even a slight amount. To these men, it is suggested that they consider roughing in electrical lines and making adequate plumbing provisions for the eventual installation of the unit, provisions which are also selling points.

Four plumbing teams and two electrical teams are now installing the units in Jasper's sinks, 60 per cent of which require special work, such as grinding. Roney spent two days with each team working out installation techniques. Further, he has remained in Jasper to supervise the complete project. As a precautionary measure, each plumbing team is equipped with a rotating sewer line cleaner which will be used at each house to clean conduits to the street main sewer lines. The plumbing and electrical teams are Jasper companies: Jasper Plumbing and Heating Company, General Heating and Plumbing Company, Schaefer Plumbing and Heating, Schroeder Plumbing and Heating. The electricians are Robert Fry and Edward Fromme.

The electricians are installing a separate circuit and fuse link for each of the units, not because the Disposall requires such wiring, but because of the over-taxed wiring already existing in these homes equipped at the most with only two circuits of 30 amperes.

Since the contract with the city stipulated a one-year unconditional guarantee for each unit, General Electric Company has assigned Vincent and Victor Bohnert, its local dealers, who gave much time in promotion of the plan, with the responsibility of maintaining the units.

Both state and national health services are conducting surveys within the Jasper area to measure the effect of the plan on such things as fly population and general health.

The mayor has received inquiries from other civic officials the world over. Garbage disposal problems, it seems, do not recognize national boundaries.

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Also makers of Outdoor Fireplace units. Write today.

Garbage Grinders

(*Continued from page 260*)

Question (3): *Now that you have had some experience with the special features furnished with your home, which ones would you want included with it were you going to buy another home?*

Items	Respondents answers Number	Per Cent
Garbage grinder	178	89.4
Redwood fence	161	80.9
Mechanical refrigerator	98	49.2
Gas range	94	47.2
Washing machine	60	30.2
Water softener	60	30.2
Television	40	20.1
Weatherstripping	30	15.1
Insulation	29	14.6
Electric range	11	5.5

Nine out of every ten residents said that they would want a household waste food grinder in any other home they might buy. This indicates that after use of this appliance, householders feel that it is one of the most desirable special home features.

Question (4): *Which of the special features of your home are most important? (Respondents were urged to name several features.)*

Items	Respondents answers Number	Per Cent
Garbage grinder	134	67.3
Redwood fence	133	66.8
Mechanical refrigerator	93	46.7
Gas range	80	40.2
Washing machine	41	20.6
Water softener	35	17.6
Television	25	12.6
Insulation	11	5.5
Electric range	8	4.0
Weatherstripping	7	3.5

The total number of interviews conducted was 199. Percentages in the tabulations above total over 100 per cent because of multiple answers. In addition to the questions noted, the householders with waste food disposers installed were asked whether or not they have been satisfied with the grinders. No one indicated that he is not satisfied with this appliance.

Noteworthy is the interest indicated in fences. Though it seems logical to assume that this response reveals a concern for privacy, it may also be true that the aesthetic qualities of the redwood fence induced this predilection.

The survey does show that the grinder is a potent selling feature in a house and that after the house is occupied, the disposer acquires importance as a major household appliance.

This survey was sponsored by the Given Manufacturing Company, makers of the WasteKing food waste pulverator.

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DURABILITY—The entire door... core pieces, cross-bands and face veneers... is bonded into a solid, durable, waterproof block by the use of waterproof thermal-setting glues. It is perfect for either interior or exterior use.

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SOUND ABSORPTION—This Weldwood solid core door gives a high degree of sound reduction—an important advantage in many installations.

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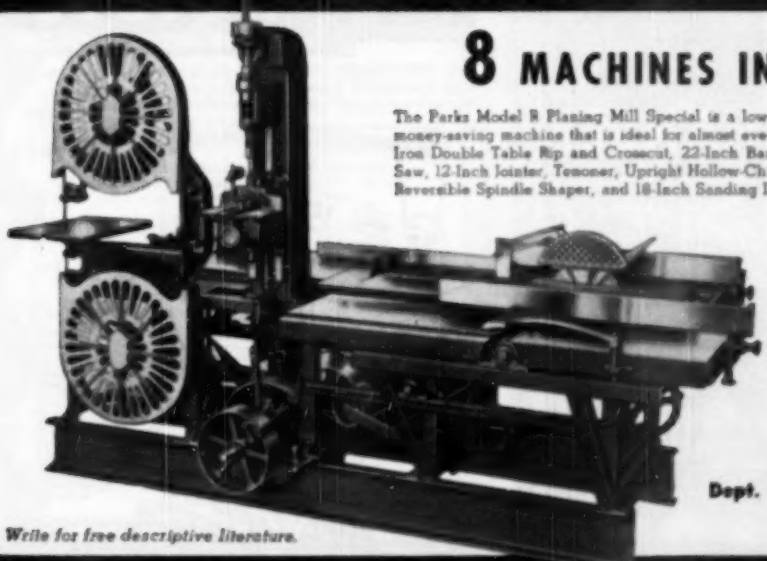

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BASEMENT fireplace in workroom of Wonsch home: Wonsch at work in his basement workroom

ROBERT WONSCH has been a builder in Detroit, Mich., since 1930, and after twenty years of business success, built a home for himself. His house is one that serves as a show place and a business office in addition to being a family home.

The house of traditional design, veneered in white brick accented by the inviting red front door, has the little details essential to pleasant living. Of course, Mrs. Wonsch is responsible, in no small part, for certain of its features, and all of the charming interior decorating and furnishings are products of her good taste.

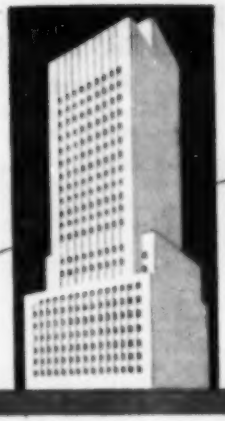
The basement "recreation room" serves as Wonsch's workroom. Here, he has a drafting table and files, before a rugged fireplace. Since he spends a large part of his time on his jobs and in his workroom, the basement has a stairway to the outside and a shower. This workroom is finished in stone, pine for the cabinets, and in painted block walls on two sides.

Wonsch, himself a skilled carpenter, employs his own carpentry crew of seven men; all other work on his jobs is sublet. He does custom building only, averaging about 12 to 15

(*Continued on page 274*)

5059 Ravenswood Ave., CHICAGO 40, ILL.

extra white



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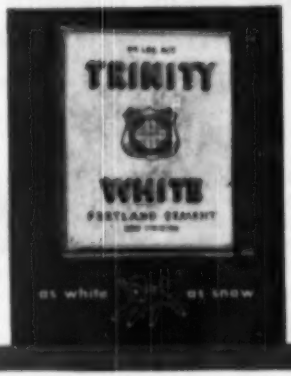
Portland Cement

For fine results use Trinity — the whitest white cement. A true portland cement that meets Federal and ASTM specifications. Use it wherever white cement is called for—in architectural concrete units, terrazzo, paint, stucco and all light-reflective uses. Gives pure colors when pigments are added. Standardize on Trinity White for appearance and satisfaction. Trinity Division, General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles.

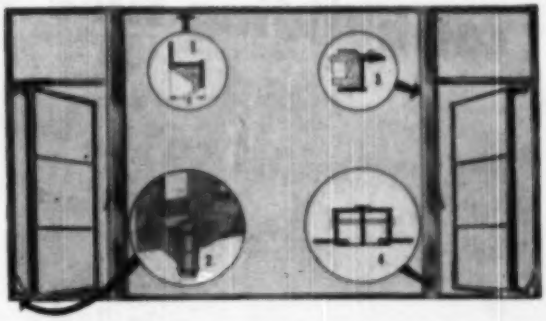


TRINITY WHITE is a *true* Portland Cement

ALCASCO ALUMINUM CASEMENTS

give you 4 big sales advantages!

1. **FULL 1⅛" SECTIONS**—Available only in Alcasco . . . structurally stronger. Putty retaining groove — built into each section and designed for easy outside glazing. Assures a firm bond of putty to aluminum, eliminating breaking and curling putty.
2. **EXTENSION HINGES**—Solid aluminum . . . Sturdy and trouble free . . . Full supporting. Stainless steel pin assures correct ventilator operation at all times.
3. **INSULATED GLASS**—Alcasco Aluminum Casements can be furnished to accommodate regular plate or insulated glass in ½", ¾", or 1" thickness.
4. **INTERLOCKING MULLIONS**—Easy to assemble — Simple to install . . . Forms a perfect weather seal due to precision fabrication.



Alcasco Aluminum Casements also have many other "plus" features that experienced builders and home owners look for. All corners are electrically flash-welded to give greater strength . . . more rigidity . . . smooth finish.

Clean superior workmanship is apparent throughout. There has been no stinting on materials or fabrication methods to make the finest all aluminum casements by Alcasco.

Write for full details.

ALWAYS ALCASCO ALUMINUM

Alcasco PRODUCTS, INC.
1144 NINTH ST., MUSKEGON HEIGHTS, MICH.

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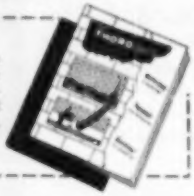
THOROSEAL

and make lifelong friends

Applications of THOROSEAL may be made over exterior surfaces of foundation walls as work progresses.

THOROSEAL, to seal the surface, and **QUICKSEAL** Finish Coats are substantial and beautiful.

Our NEW 20-page brochure has four pages of specifications. WRITE FOR IT TODAY. NO. 127.



STANDARD DRY WALL PRODUCTS

BOX X NEW EAGLE, PENNSYLVANIA

Tax Advantages Are Selling Point For Real Estate Ownership

By Everett J. Mann

Certified Public Accountant
Glenn O. Williams and Co., Rochester, N. Y.

AS A CERTIFIED public accountant, I have long been conscious of the tax advantages of real estate ownership as against the ownership of other types of investments. Indeed, the framers of the tax laws seemingly have gone out of their way to place a premium on income derived from the operation and sale of real estate.

In certain instances, I have recommended the purchase of real estate to clients with surplus money to invest. Real estate men, however, seem generally unaware of the advantages given to real estate in securing "net after taxes" income.

"Net after taxes" income, or what is left after paying income taxes, is the only true income. For this reason many wealthy individuals prefer to place their money in tax exempt two per cent municipal bonds rather than buy stocks paying six per cent which will leave them after taxes perhaps only 1½ per cent. Similarly, showing a prospect how he can have more left after taxes by buying real estate rather than stocks or taxable bonds, may mean the difference between a sale of real estate and a turndown.

Depreciation on Real Estate

Assume that a prospect with $50,000 to invest is vacillating between purchasing stocks which his broker has demonstrated will yield seven per cent as

(*Continued on page 276*)

THE ONE SURE WAY TO

cut building time and payroll cost

Odin Zion Lutheran Church, Mankato, Minnesota
Architect: Ernest Schmidt Contractor: William Olsen

The sooner you can get a contract completed, the sooner you can turn the job into cash . . . the sooner you can get started on your next building.

Rilco Glued Laminated Wood Arches and Trusses help you do just that . . . without hiring a lot of extra labor or adding specialists to your payroll.

Rilco structural members come to your jobsite ready to be assembled and swung into position. There isn't a sawcut to be made . . . not a bolt hole to be drilled. Every piece fits perfectly . . . and goes together fast. Your regular carpentry crew does the work without special tools of any kind.

There are standard sizes and types for practically any sort of building . . . and Rilco engineers will be glad to work with you to develop special designs for any specific structure. Write for money-saving details.

Prairie City, Iowa, High School Gymnasium

RILCO MORE WONDERS WITH WOOD

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Build with Confidence

Build with USG

THE GREATEST NAME IN BUILDING

No matter what kind of building you are engaged in, no matter what type of construction your problem requires, you will probably find the products and systems you need made by United States Gypsum.

Every U.S.G. product—from its development in the great U.S.G. laboratories until its actual use—undergoes the most exacting tests known to the industry. Quality and performance are carefully measured and rigidly maintained.

That's why the famous U.S.G. crest is the symbol of quality for America's builders. That's why they build with confidence when they build with U.S.G.

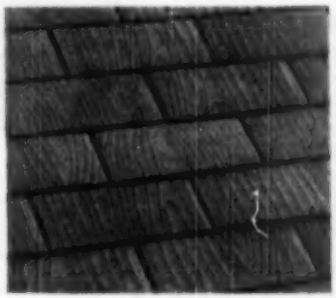
For the U.S.G. solution to your problem, see Sweet's or your A.I.A. files. Or call in your U.S.G. representative, or write United States Gypsum, Chicago 6, Ill.

If Your Requirement is SIDING OR ROOFING MATERIAL

GLATEX Asbestos Cement Siding and a wide variety of USG* Asphalt Roofing Materials provide beautiful exteriors, are always dependable, and incorporate all the research and practical experience of the vast U.S.G. organization.

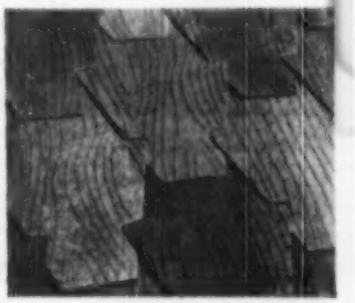
GLATEX* Asbestos Cement Siding

Fireproof, never needs paint, washes like a china dish, lasts as long as the house itself. Shingles are 27" long, reducing the number of joints, which makes a tighter wall. Interesting and varying pattern eliminates monotonous repetition. Available in attractive colors. Easy to apply. *T. M. Reg. U. S. Pat. Off.



USG* Thick Butt Shingles

Built for beauty that endures, they're tops in style, tops in protection! There's rugged beauty in every line . . . and in the deep, attractive shadows. Years of wear are built into every shingle. The thick tabs, extra heavy at the weather end where wear occurs, stoutly repel driving winds and drenching rains!



SUPER-TITE* Shingles

SUPER-TITE Shingles are *super-safe* . . . because they're held down by a natural lock, plus 4 nails, producing five points of security. There's multiple coverage over the entire roof surface (100% double, 48% triple). The preferred shingle in high wind regions . . . an attractive, *super-safe* shingle in any climate.

Quiet! Builder at Work

(Continued from page 270)

houses, in various price ranges, each year. Each house built presents individual problems with which he must cope. The lot on which his own home is built is a corner one, long and narrow, in a developed residential district of houses of traditional and conservative design. These two factors played a part in the development of his own home, for it is necessarily long and narrow and harmonious with its neighbors.

The doors opening into the living room were especially built for this house. Their design of three large panels is based on an old English style. Other woodwork is of stock styles of the Morgan Company. The dental detail used in the exterior trim is also part of the interior motif—on the breakfront cabinets and on the fireplace. This is an authentic Georgian "Bullfinch" model, a replica of one in the Metropolitan Museum of New York. Italian black and gold marble was imported for this fireplace.

Colonial fluted pilasters case the arch between the living and dining rooms. Wainscoting, a paneled dado two feet high, completes the dining room decor. Knotty pine wainscots the breakfast nook area of the kitchen and is used in the nook cabinets. The study is paneled in oak.

A few steps off his study, in the center hall, is a closet that encloses a file cabinet. The linen closet on this hall has glass sliding panel doors that make the shelves dustproof. The bedroom closets also have wooden sliding doors.

Kitchen cabinet work has these distinctions: a special door-drawer holds an electric roaster in a cabinet that has a large stainless steel work surface, small shelves are built into the broom closet sides to hold all the minor household cleaning paraphernalia, and two metal-lined drawers in the cabinets at left of the sink hold knives and other food preparing tools. Ceramic tile covers all other surfaces

(Continued on page 278)

BRIGHT red door contrasts with white brick; floor plan below

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Hazards of competitive bidding have been reduced to a minimum for thousands of contractors now successfully using my simple factors in preparing their cost estimates on materials and labor. I want to become your "silent consultant" by placing at your elbow, for immediate reference, the boiled-down essence of my 40 years' experience—expressed in simple factors that require only the application of your local wage and material rates to arrive at a competitive, yet safe cost, as a basis for contracts. Mail the coupon to me today.

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As a reader of this publication we are warranted in sending you a copy of the complete Tamblyn System for 10 days free inspection. At the end of inspection period, you may mail it back or pay $38.75 in easy monthly payments.

Send no money—just mail this coupon.

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Send me the complete Tamblyn System on free 10 days trial! If I like it, I will pay $8.75 when 10 days are up and $7.50 per month until $38.75 is paid. Otherwise I will return it.

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★ For bricks, blocks, mortar in buckets, sand, roofing, lumber, boxes, dirt, sacks, etc.

★ One man can handle and operate...easily trailed up to 35 miles per hour.

★ Clutch and Brake Assembly (own design)

Basic Length 24 Ft. ● 17½ Ft. Maximum Lift
8' Extensions Available
Portable and balanced up to 40 Ft.

Write for FREE Literature and Prices!

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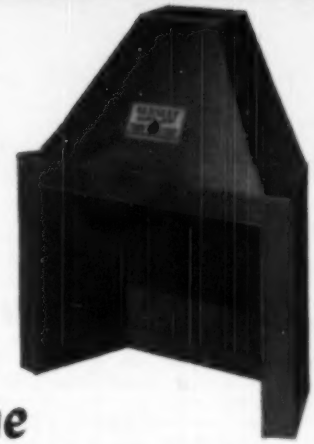
Now SIMPLIFIED . . STANDARDIZED



the BENNETT FIREPLACE

Here's the fireplace your trade has been waiting for. It's *simplified* for prices that mean volume . . . *standardized* for quick, economical construction. It's the contractor's favorite—*all* Bennett's new sizes lay up with standard brick—*without cutting!*

It's a complete form, including a scientifically proportioned firebox and throat, downdraft shelf and heating chambers. Other features include:

- Extra large funneling chamber
- Leak-sealing flanges
- Longer sidewall baffles
- Simple, efficient damper—built-in
- Interchangeable, rotary or poker controls
- Large backwall heating chamber
- Better view of fire
- More radiant heat

Sizes are 27", 31", 35", 39", 43" and 49".

Write for complete information on this big-volume, good margin line. The new Bennett Fireplace offers you the best profit opportunity ever. Address your inquiry to us at 450 Market Street.

By the makers of Flexcrown

BENNETT-IRELAND INC.

NORWALK, NEW YORK

WINDOW-WISE

is PROFIT-WISE

Metalart

ALUMINUM BUILDING PRODUCTS

The **ALL NEW METALART** heavy extruded Aluminum Double Hung Window for residential construction combines beauty, strength and low cost. Your choice of spiral balances or tape balances, factory glazing with Neoprene Bead Glazing or job site compound glazing, full-framed Screens or economical Tension Screens, plus all stainless steel weatherstripping and hardware.

All 48 sizes designed to use standard size glass and to fit masonry openings without special cutting of glass or masonry.

See our CATALOG in SWEET'S FILE

Also Commercial Aluminum Double Hung Windows, Storm Windows, Screens, Attic Louvers, Ornamental Shutters.

MEMBER OF ALUMINUM WINDOW INSTITUTE

METAL ARTS MANUFACTURING CO., INC.

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Please send me detailed information on your Aluminum Double Hung Window and other Aluminum Building Products.

I am a Distributor ☐ Dealer ☐ Builder ☐ Architect ☐

NAME _____

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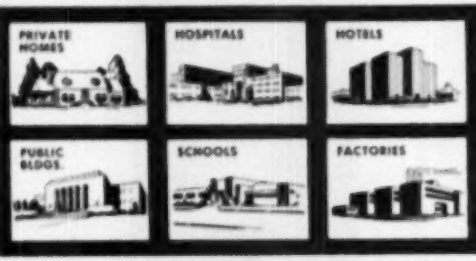
THERE'S AN AUTOMATIC

JOHNSON *Oil* BURNER

FOR EVERY HEATING NEED!



For Steam, Hot Water, Hot Air Systems. Engineered and built to produce a maximum of usable heat from minimum fuel consumption, Johnson Oil Burners are known and respected the world over. There's a Johnson Burner dealer near you.

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Economy

DISAPPEARING LADDER

of Sturdy Ponderosa Pine
for HOMES - GARAGES - ATTICS

LOW COST - EASY INSTALLATION - EASY TO OPERATE
FITS MOST ANY SCUTTLE HOLE SIZE WITHOUT ALTERATION

Immediate delivery on finished floor to finished floor sizes of 9' 2" or less.

Vertical clearance required above 4' 7" (can be reduced if necessary). Horizontal space on attic floor required 4' 6".

Shipping weight 32 lbs. (nominal wt.)

Write for further information.

MINNESOTA WOOD SPECIALTIES, INC.

BOX 216, ST. PAUL PARK, MINN.

Manufacturers of the EZWay Folding Stairway

Tax Advantages of Real Estate

(Continued from page 272)

against a piece of real estate which will yield ten per cent before taxes. If the prospect can be shown that he will net more *after taxes* from the purchase of real estate than he would from the purchase of the securities, it is not unreasonable to assume he might buy the real estate.

The answer here is that depreciation can be taken on real property whereas there is no depreciation on securities. The taxable income on the two transactions can be demonstrated as follows:

Total Investment	$50,000
Net taxable income on purchase of securities (7% of $50,000)	$ 3,500
Net income on real estate after operating expense but before depreciation	$ 5,000
Less: Depreciation allowable (3% of $50,000)	1,500
Net Taxable Income	$ 3,500

Depreciation being a non-cash deduction, the purchaser of real estate may secure a cash income of $5,000 yet pay income taxes only on $3,500. On the alternate deals, the purchaser of the real estate in effect receives *tax free* $1,500 more in income than does the purchaser of securities.

The thinking on depreciation can be carried a step farther. The Federal income tax laws permit the deduction of depreciation computed under the *declining balance* method. Succinctly stated, this method allows the taking of depreciation in the first year of real estate ownership of 150% of the rate shown above. In other words, in the above example, the owner of the real estate might have taken $2,250 depreciation in the first year of ownership. The amount he could take in later years would diminish, but for a number of years he would receive a greater depreciation deduction than he could have realized by taking a straight three per cent a year. It is often an advantageous alternative for the speculator who hopes to sell at a later date and secure a capital gain.

Another advantage of real estate ownership is that dollars can be stretched farther than in the case of securities. Under the present fifty per cent margin requirements, an investor in securities can use one dollar of his own, borrow a dollar from his broker, and buy two dollars worth of stock. With mortgaged real estate, it is often possible to use one dollar of equity

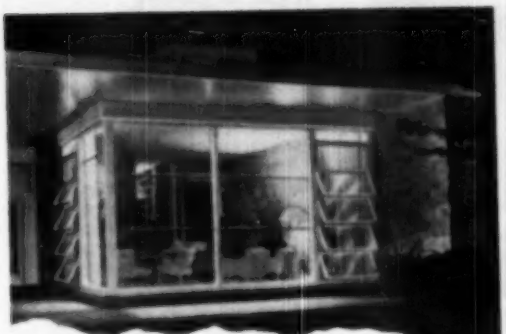
(Continued on page 282)

BASEMENT OR CLOSET **DAMP?**

NEW! IMPROVED!
SOLVAY
AIR-DRYETTE JR.
with SOLVAY CALCIUM CHLORIDE

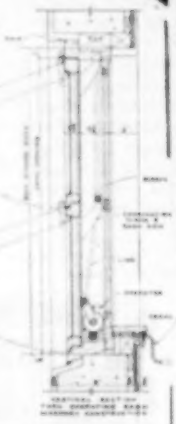
absorbs moisture—the cause of rust, warping, mildew in workshops, darkrooms, closets, playrooms, storage rooms, vaults. Built to last for years. Big capacity. Works fast, absorbs up to 3½ quarts per day. Compact, inexpensive, clean, safe, odorless. Thousands in use. Write for booklet and name of your nearest dealer.

Dept. M-4, SOLVAY SALES DIVISION
Allied Chemical & Dye Corporation, 40 Rector Street, New York 6, N. Y.



Residence at Kings Point, L. I., N. Y. combining window walls and Gate City Awning Windows

Best ventilation... Traditional material



• That's the happy combination that makes the Gate City *Toxic-Treated Wood* Awning Window the outstanding window today.

There's no question about wood's strength—rigidity—beauty—silence—resistance to fluttering and condensation—imperviousness to mortar, cement, etc.

10 years of satisfactory service from tropical Florida to snowbound Maine are proof that Gate City Awning Windows give trouble-free service.

Whether you sell or install windows, or use them in your own buildings, you'll find ready acceptance of Gate City Awning Windows. Precision-made. Toxic treated for extra protection.

Before you decide on the type of windows to use, learn all the facts about Gate City *Wood* Awning Windows. See Sweet's, or write Gate City Sash & Door Co., Dept. AB-4, Fort Lauderdale, Fla.

NEW MAINTENANCE HINGE
Top sash drops to permit cleaning or painting from indoors.

SEE OUR CATALOG IN SWEET'S

• All windows assembled and glazed at our factory. Full indoor Lumite screen with every unit.

Gate City

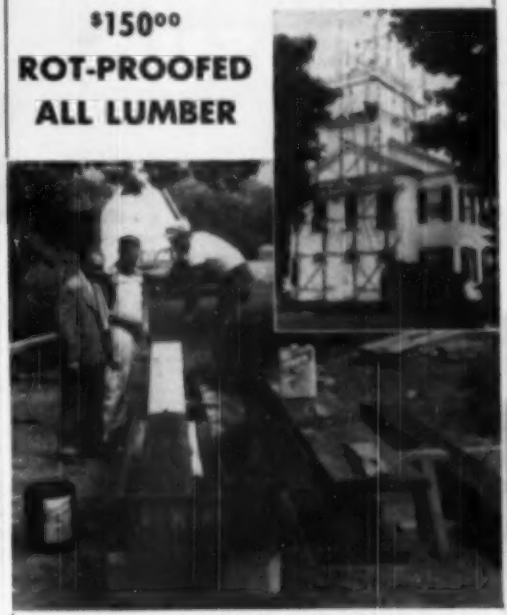
WOOD AWNING WINDOWS

Toxic-treated against rot—fungus—termites

Export Sales Representative: Frazar & Company, 30 Church St. New York 7, N. Y., U. S. A. Cable address: Frazar, N. Y.

In Avon Church Restoration

$150.00 ROT-PROOFED ALL LUMBER



Avon Congregational Church, Avon, Conn.

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WOOD PRESERVATIVE

$150.00 in Cuprinol represented 1% of the total restoration cost—a very small expenditure to insure continuing freedom from rot and termite attack.

Cuprinol application is simple, by brush, spray or dip, requiring no gloves or protective clothing, and Cuprinol treatment serves as a priming coat under paint.

When your quotations on new construction, renovation or repair include "rot-proofing with Cuprinol" you are offering extra value that property owners are quick to recognize. Be sure also to quote Cuprinol treatment of all doors, door frames, windows, and window frames to prevent warping, shrinking and swelling that causes sticking and failure to latch. The construction that includes Cuprinol enhances the reputation of the builder.

CUPRINOL prevents Rot, Termites, Warping, Shrinking & Swelling in:

Sills	Posts	Doors
Joists	Sub flooring	Door frames
Beams	Sheathing	Porches
Sleepers	Siding	Fences
Studs	Windows	Gates
Girders	Window frames	Arbors

See Sweet's File for Builders 2b/4 or write for information on types of Cuprinol for specific uses.

CUPRINOL Division, Darworth Incorporated
56 Maple Street Simsbury, Conn.

Quiet! Builder at Work

(*Continued from page 274*)

in the kitchen and forms the backsplash that runs all around the kitchen, including the wall spaces behind the range and refrigerator. The double sink is equipped with a garbage disposal unit. Fluorescent lights furnish counter illumination from the underside of the cabinets.

Other features of the house are Westinghouse mercury switches, marble sills for all windows, copper and brass plumbing tubing, slate entry floor, colonial Persian brown bathroom fixtures, colonial hardware and lamp used in the nook of the kitchen.

KITCHEN has ample cabinets and counters

WINDOW separates dining room breakfronts

and a disappearing toothbrush holder in the bath.

Except for the walls in the kitchen and bathroom which have tile wainscoting, and the den which is paneled, the room walls are papered. The living and dining rooms have a plaster run cornice, and their plastered ceilings have a textured finish.

Mrs. Wonsch has made extensive use of carpeting to cover her oak floors in a house that is a comfort to live in and a testimony of good building practices.

Renew your A.B. subscription today!

A.I.A. to Survey Architectural Education, Licensing Methods

A national survey of architectural education, internship and registration was recently started at Urbana, Ill., as a major project of The American Institute of Architects.

The Institute's newly-appointed Commission on Education and Registration, under the chairmanship of Dr. Edwin S. Burdell, director of the Cooper Union, New York, met at the University of Illinois to organize its work on the survey.

Described as an appraisal of the problems and responsibilities of the A.I.A. in the fields of professional education and license to practice, the national study will provide facts on existing educational patterns, training procedures, registrations requirements, and many related topics. The Commission is expected to require at least a year for its comprehensive fact-finding work and will make general recommendations on the basis of its findings.

Architectural schools, registration boards and practicing architects are evenly represented on the Commission. The survey has been undertaken as the result of a report made earlier this year by Ralph Walker, New York, president of the A.I.A.

E-Z MARK BUTT GAUGE

HANG THAT DOOR THE PROFESSIONAL WAY!

Makes a clean-cut deeply etched profile. Remove chips. Repeat on jamb. Hang door!

Comes in 2", 3½" and 4" (Std.) sizes. If dealer can't supply, send only $1.00 with order, pay postman balance plus postage C.O.D. In Canada, 25¢ higher per order. No C.O.D. State sizes wanted.

Comes with Leatherette Case

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Dept. A

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They Satisfy, Give You Precision and Save You Money.

No. 5 BOSTROM Convertible Level (Detachable Compass when desired)

Carried in stock by distributors from coast to coast. Write for free booklet and name of our distributor near you.

Simple, Accurate, Durable, Complete

No. 4 BOSTROM Contractors' Level

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The SLIDE-A-FOLD

DISAPPEARING ATTIC STAIRWAY

- - - A handy, practical and LOW COST way to reach the valuable storage space of the attic.

- COMPLETELY ASSEMBLED
- EASY TO INSTALL
- LOOKS GOOD
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- REQUIRES SMALL SPACE
- LOW IN COST!

Low freight rate — Weight 65 pounds

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A...make more money

B...give greater service to your customers

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Write for information and a copy of "THE ABC'S OF MAKING MONEY"

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give you ALL of the time-saving, money-saving shapes you want and need including these

newest mouldings

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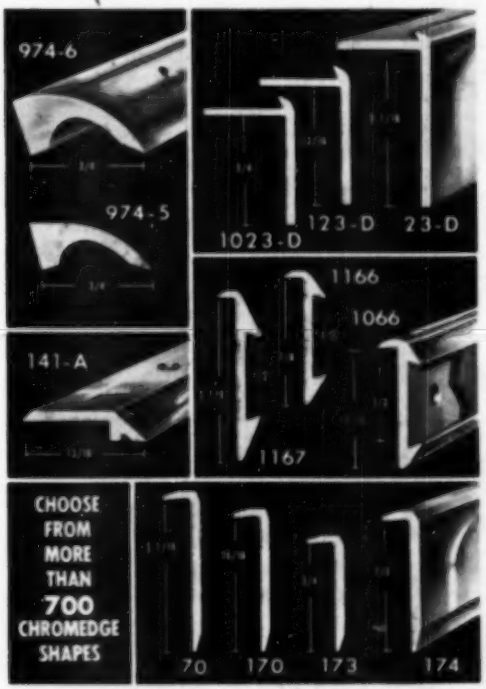
Sections 23-D, 123-D and 1023-D are designed for use with popular Vinyl plastic materials.

974-6 is a widely popular butt edging for ⅛" floor coverings used with ¼" underlay.

In addition Chromedge gives you a quick, convenient source of supply *from local stocks*—from distributors near you.

You know you're getting top quality in genuine Chromedge Metal Trims, because they're designed by floor and wall covering *experts*, and extruded to exacting requirements in B & T's own plants.

It pays to keep up with the trade—with Chromedge. See your nearest Chromedge dealer today.



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Columbus 16, Ohio

Its features appeal to the BUILDER . . .
Its benefits appeal to the HOME BUYER

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(Vertical Slide)

Complete factory-assembled, factory-painted metal unit includes glass, screen, weather stripping, wood or metal installation members . . . plus insulating sash . . . ready to install with cost-saving ease and speed

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GUEST EDITORIAL

Fear of Leadership

THERE seems to be a growing tendency in recent years for men in strategic walks of life—men of vision, courage and integrity—to shy away from positions of leadership so necessary to the well-being of social, civic, spiritual, economic and political America. In every state, in every industry, we can see such disastrous attitudes and unnecessary fears gradually undermine and weaken our nation. This is such a shame in a land where pride of heritage alone should make men proud and eager to assume the privilege and responsibilities of leadership.

Men seem to be afraid of the future, afraid to make decisions, afraid to be criticized, afraid to voice an honest opinion, afraid of the unknown, afraid of hard work, afraid of losing money, afraid to help others, afraid of change, afraid to put their faith in God and forge ahead!

Can it be that we have forgotten the courage and vision and leadership of our ancestors, who dared great odds, terrible costs, tremendous sacrifices and unbelievable hardships to carve this country out of a wilderness? Can it be that we who have so much because of their leadership, have let our moral fibre so deteriorate that we will not accept the responsibility of passing along to the next generation their rightful heritage of freedom and plenty?

What if our forebears had been afraid to blaze a new trail, dare an unknown danger, take an active part in human development, or hold political office? What if they had hidden behind weak excuses, selfishness, or a "let George do it" attitude? The problems which faced them were just as real and big and terrifying as ours appear to us.

The only difference is that they did something about it—each in his own way did his part and paid the price of their freedom and ours by each assuming his share of responsibility in creating and passing along a better way of life.

If we are to survive—and leave to our children and our children's children the priceless freedom which is ours today—we must stop being afraid. We must accept leadership and its responsibilities when circumstances give us the golden opportunity to show a better way. If each of us will do his share, all of us can share a happier, brighter tomorrow with the next generation. If not, then all the "blood and sweat and tears" and conquered fears of all the heroes who have gone before us, will have been in vain.

We dare not permit that to happen.

Bob Jones

Robert A. Jones, executive director of Middle Atlantic Lumbermens Association, is also editor of the PLAN, monthly magazine for retail lumber dealers. His editorial, reprinted here, appeared in the March issue of the PLAN. Its stirring challenge to men in all walks of life, particularly the ones holding high office, to assert courageous leadership is timely. American Builder believes it should be read and distributed widely.

Next Month's Issue
AMERICAN BUILDER
Read How Builders are Utilizing Power Tools and Equipment on the Job

only *Blo-Fan** HAS THIS BLADE

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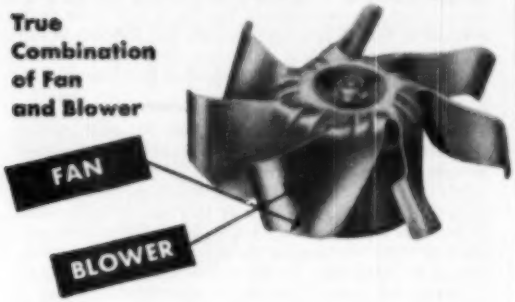
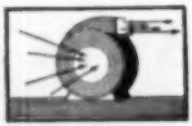


FAN

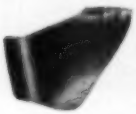
A propeller fan blade is designed to move large volumes of air ...But, 75% of the air moved is thrown from the faster-moving blade tips. Blo-Fan blades supercharge the weaker center area by placing the fan element closer to the center beneath the blower section of the blade where air literally is scooped up and fed to the blower vanes.

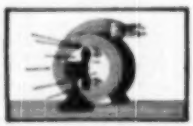
BLOWER



Squirrel cage blowers deliver air with great power, but the air tends to thin out in the vortex or air inlet, thus limiting volume. In the Blo-Fan the blower vanes expel the air that is fed to them by the fan element with much greater power than is possible by a propeller-type ventilator. A blower has power, but lacks volume.

BLO-FAN





Only Blo-Fan combines the best elements of both fan and blower. The propeller element feeds air to the blower element, thus minimizing loss of power or volume. That's why Blo-Fan delivers more air at moderate speeds than either a blower or propeller-type ventilator. Blo-Fan combines the power of a blower and volume of a fan.

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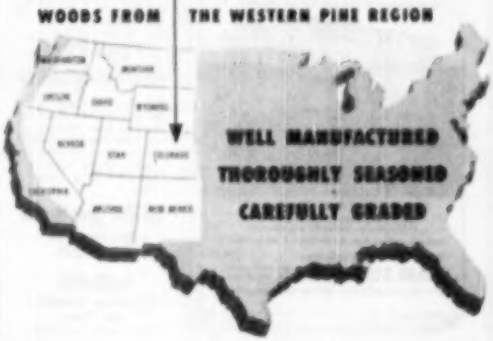

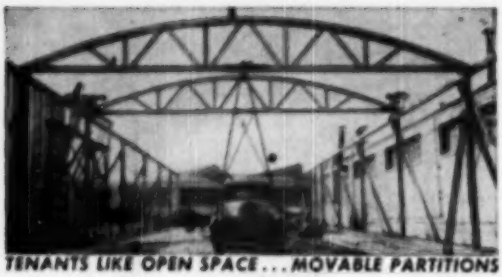

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Established 1922

Tax Advantages of Real Estate

(*Continued from page 276*)

money to buy three or more dollars worth of real estate. Neither does the buying of mortgaged real estate stop one from taking depreciation on the total amount of the real estate value. In the example above, the purchaser might only have put $15,000 of his own money into the investment, but he would have been entitled to take depreciation on the full $50,000. When the advantages of debt financing added to depreciation are totaled together, they add up considerably.

The Sale of Real Estate

It is a fairly well known fact that if securities are sold after they have been owned for more than six months, the profit on them is subject to tax only at 50 per cent of the usual rates. In no event, even for the highest bracket taxpayers, may this tax be more than 25 per cent of the profit. Under a special statute enacted in 1942, real estate receives the same favorable rate as do securities. As far as capital gains go, then, securities and real estate are on a comparable basis.

It must always be recognized, however, that worst may come to worst and the purchaser of securities or real estate may be forced to sell at a loss. If the owner of real estate sells at a loss, he may deduct the entire loss sustained against his other income without regard to the length of time he has owned it.

This is not true of securities. If a security owner sells his stocks at a loss after he has held them for more than six months, *he may deduct only one-half the loss he has sustained*. Furthermore, unless he has other gains against which to offset his loss, he may not deduct more than $1,000 in any one year. Any remaining loss may be carried forward five years as an offset against future gains or may be deducted in an amount of $1,000

(*Continued on page 276*)

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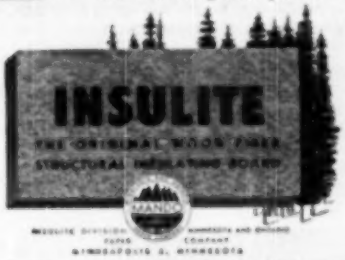

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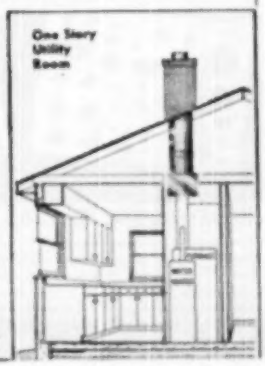

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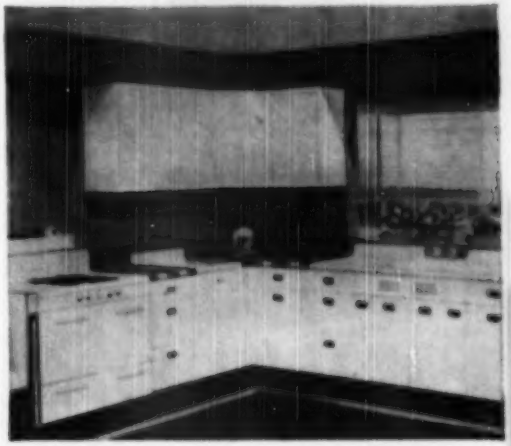

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Tax Advantages of Real Estate

(*Continued from page 282*)

in each year. Even though, then, the securities owner gets only a partial tax advantage, there is still the possibility he will never be able to get a tax deduction if the loss is a large one. With real estate, assuming he has other income equal to the amount of his loss, he can always secure *in full* his tax deduction.

Undeveloped Land

The writers of the tax laws have also been generous to those who purchase undeveloped land. If undeveloped land owned for more than six months is sold, it receives the advantages of capital gains rates. A sale at a loss is deductible in full. A further advantage extended is the election to capitalize the carrying charges on undeveloped land. In other words, the owner may add annual tax and interest costs to his original purchase price. This election will, of course, lessen his taxable profit when he subsequently sells, or increases his loss. Capitalizing carrying costs may be desirable in years when a taxpayer wishes to take the standard deduction rather than itemizing his allowable deductions. Neither is the capitalizing of carrying costs binding from one year to the next. Carrying charges may be used as deductions against income in one year and capitalized in the ensuing year.

There is another interesting possibility as concerns vacant land. If a person buys vacant land in a good commercial section, there is a possibility he might interest a retail enterprise in putting up a store on that location. Then he might *rent* the ground to the retailer perhaps under a twenty year lease. When the lease expires, the building erected on the land comes back to the owner of the land without tax. He has parlayed a piece of vacant land into a building. The prospective tenant may be willing to make a deal of this sort because he may deduct not only the rental for the ground, but may amortize the life of his building over the period of the lease. In short, the tenant may write the building off his books over a period of twenty years whereas its actual life may be longer.

If this latter deal is contemplated, a word of caution is to be observed. *The tenant must agree to pay rent for the ground on which he will erect the building.* If the tenant does not pay rent for the ground, the tax regulations state that if a tenant erects a building *in lieu of rent*, the value of the building will be taxed to the landlord as rent. The landlord will not receive the building tax free as he would have under the first example outlined.

These, then, are a few of the advantages given to owners of real estate as against owners of securities. Remember that there are only so many dollars available for investment. When an investor buys securities, he is left with that many dollars less to purchase real estate. The real estate salesman is competing with other investment salesmen for the investor's dollar. But with tax rates what they are today and are likely to continue to be, the real estate salesman is given an additional powerful weapon to aid in driving home his sales arguments.

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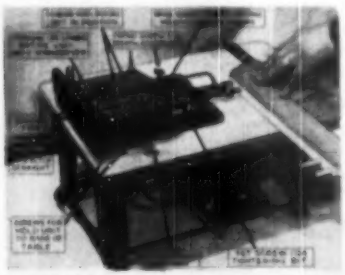

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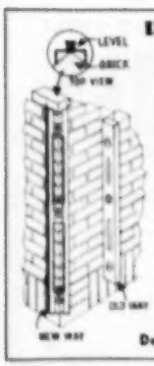

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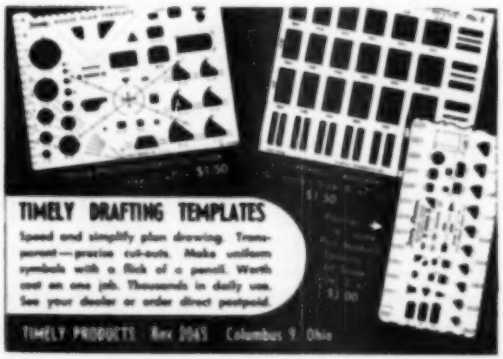

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ALPHABETICAL INDEX TO ADVERTISERS, APRIL, 1950

A

Adams-Rite Manufacturing Co. ... 216
Affiliated Gas Equipment, Inc. ... 20
Air Rectifiers, Inc. ... 218
Alcaros Products, Inc. ... 271
Allianceware, Inc. ... 213
Allied Building Credits, Inc. ... 279
Allied Chemical & Dye Corporation ... 163-276
Allmetal Weatherstrip Co. ... 180
American Bleached Shellac Manufacturers Assn., Inc. ... 259
American Builder ... 42-234-235-263
American Central Division ... 44
American Floor Surfacing Machine Co., The ... 31
American Hardware Corporation, The ... 197-257
American Lumber & Treating Company ... 249
American Radiator & Standard Sanitary Corporation ... 124-125
American Roof Truss Co. ... 282
Andersen Corporation ... 32-33
Architectural Model Materials, Inc. ... 284
Armstrong Cork Company ... 29
Artcraft Ornamental Iron Co. ... 226
Aven Manufacturing Corporation ... 44-221

B

B & T Metals Co., The ... 279
Barber-Colman Company ... 156
Barrett Division, The ... 163
Bell & Gossett Company ... 47
Beloit Steel Industries, Inc. ... 245
Bennett-Ireland, Inc. ... 275
Bessler Disappearing Stairway Co., The ... 228
Blue Ridge Sales Division ... 164
Boice-Crane Co. ... 226
Borg-Warner Corporation ... 207
Bostitch ... 35-36
Bostrom-Brady Mfg. Co. ... 278
Bostwick Steel Lath Company, The ... 260
Bradford Machine Tool Company, The ... 150
Brainard Steel Company ... 201
Briggs Manufacturing Company ... 69
Brown Company ... 59
Brown & Co., Inc. Geo. C. ... 236
Bruce Co., E. L. ... 8
Bryant Heater Division ... 50
Burnham Corporation ... 205
Burson Clip System, Inc. ... 224

C

Cabot, Inc., Samuel ... 234
Cambridge Tile Mfg. Co., The ... 195
Capitol Products ... 260
Carey Manufacturing Company, The Philip ... 191
Carr, Adams & Collier Company ... 188-189
Case & Son Mfg. Co., W. A. ... 231
Ceco Steel Products Corporation ... 40-41
Celotex Corporation, The ... 38-39
Chelsea Fan & Blower Co., Inc. ... 266
Chevrolet Motor Division ... 34
Chicopee Manufacturing Corp. of Georgia ... 261
Clipper Manufacturing Co. ... 155-270
Coffman Co., Inc., The R. G. ... 126
Coleman Company, Inc., The ... 133
Colocrete Industries, Inc. ... 242
Connor Lumber and Land Company ... 132
Consolidated Machinery & Supply Co., Ltd. ... 150
Construction Machinery Co's ... 256
Corbin Division, P. & F. ... 257
Craftstone ... 236
Craig Wood Products Company ... 278
Crane Co. ... 28
Crane Co., H. W. ... 245
Crawford Door Company ... 204
Creo-Dipt Co., Inc. ... 127
Croft Steel Products, Inc. ... 262
Crossett Lumber Co. ... 263
Cupriod Division ... 277
Curtis Companies Service Bureau ... 37

D

Darworth Incorporated ... 277
Delta-Rockwell Power Tool Division ... 43
Denver Floor & Safety Supply Co. ... 284
Detroit Steel Products Company ... 1-4
DeWalt, Inc. ... 27
Dodge Corporation, F. W. ... 158
Douglas Fir Plywood Association ... 136-137
Duo-Therm Division ... 193

E

E-Z Mark Tools ... 278
Eliason Tool Co. ... 282
Eljer Co. ... 62

F

Fair Lumber Company, D. I. ... 262
Falls Stamping & Welding Co. ... 220
Fasco Industries, Inc. ... 232
Fawsco Mfg. Division ... 220
Fiat Metal Manufacturing Company ... 144
Fir Door Institute ... 157
Fleet of America, Inc. ... 174
Flynn Manufacturing Company, Michael ... 213
Frantz Manufacturing Co. ... 257

G

Gate City Sash & Door Co. ... 277
General Air Conditioning Corporation ... 248
General Controls ... 282
General Electric Company ... 16-17
General Motors Corporation ... 34
General Portland Cement Company ... 271
Getty & Co., Inc., H. S. ... 217
Gibson Brothers Co. ... 254
Grand Haven Stamped Products Co. ... 280
Grand Rapids Hardware Company ... 253
Grote Mfg. Co., Inc., The ... 183

H

Hager & Sons Hinge Mfg. Co., C. ... 10
Hansen Mfg. Co., A. L. ... 270
Hassall, Inc., John ... 203-244
Heatilator, Inc. ... 251
Home Building Plan Service ... 258
Homelite Corporation ... 48
Hope's Windows, Inc. ... 247
House Beautiful ... 14A-B-C-D
Hunter Fan and Ventilating Company ... 148

I

Independent Pneumatic Tool Company ... 285
Infra Insulation, Inc. ... 67
Inland Steel Products Company ... 225
Insulite Division, Minnesota and Ontario Paper Company ... 13-283
International Oil Burner Co. ... 245
International Steel Co. ... 264

J

Jaeger Machine Company, The ... 151
Johns-Manville ... 16
Johnson Co., S. T. ... 276
Jones & Brown, Inc. ... 223
Just Manufacturing Co. ... 247

K

Kaiser Aluminum & Chemical Sales, Inc. ... 214
Kay-Tite Company ... 209
Kearney & Trecker Corporation ... 165
Keasbey & Mattison Company ... 208
Kelvinator Division ... 70
Kennedy, Inc., David E. ... 201
Keystone Steel & Wire Company ... 54
Kimball Manufacturing Company, Inc. ... 280
Kimberly-Clark Corporation ... 233
Kohler Co. ... 24-212
Kwikset Locks, Inc. ... 68

L

Landers, Frary & Clark ... 160-161
LaSalle Lighting Products, Inc. ... 265
Lawson Co., The F. H. ... 263
Libbey-Owens-Ford Glass Company ... 145-184
Lisson Publishing Company ... 282
Little Burney Company, H. C. ... 220
Lone Star Cement Corporation ... 50
Louisville Cement Company, Incorporated ... 25
Locke, Inc., W. B. ... 252
Lomite Division ... 261

M

Macklanburg-Duncan Co. ... 6-7
Majestic Co., The ... 268
Mall Tool Company ... 267
Markel Electric Products, Inc. ... 265
Marsh Wall Products, Inc. ... 149
Masonite Corporation ... 149
Master Metal Strip Service ... 186
McKenna, Inc., Jay G. ... 253
McKinney Manufacturing Company ... 57
Metal Arts Manufacturing Co., Inc. ... 275
Metal Tile Products, Inc. ... 172
Midwest Mfg. Co. ... 205
Milwaukee Electric Tool Corp. ... 194
Milwaukee Strip Service, Inc. ... 212
Minneapolis-Honeywell ... 2
Minnesota Wood Specialties, Inc. ... 276
Motor Wheel Corporation ... 193
McPhey Company, Sam ... 274
Muller Machinery Co., Inc. ... 230

N

Nash-Kelvinator Corporation ... 70
National Adequate Wiring Bureau ... 53
National Brass Company ... 18-19
National Clay Pipe Manufacturers, Inc. ... 12
National Electric Products Corporation ... 49
National Electrical Manufacturers Association ... 55
National Gypsum Company ... 147
National Lock Company ... 129
National Manufacturing Company ... 4th Cover
National Oak Flooring Manufacturers Association ... 58
National Radiator Company ... 255
National System of Garage Ventilation ... 264
National Woodwork Manufacturers Assn. ... 14
New Castle Products ... 196
New Monarch Machine & Stamping Company ... 252
New York Wire Cloth Company ... 173
Nichols Wire & Aluminum Co. ... 267
Norge Heat Division ... 207
NuTone, Inc. ... 185

O

Ohio Hydrate & Supply Co., The ... 232
Oliver Corporation, The ... 26
Overhead Door Corporation ... 3rd Cover

P

Paine Co., The ... 206
Paine Lumber Co., Ltd. ... 166
Parks Woodworking Machine Company, The ... 269
Petko Industries, Inc. ... 68
Pittsburgh Corning Corporation ... 152
Pittsburgh Plate Glass Company ... 140-141
Pittsburgh Steel Company ... 173
Pittsburgh Steel Products Company ... 173
Ponderosa Pine Woodwork ... 190
Porter-Cable Machine Co. ... 187
Powder Power Tool Corporation ... 162
Precision Parts Corp. ... 280
Prestile Mfg. Co. ... 240
Price Fireplace, Heater & Tank Corp. ... 192
Protection Products Mfg. Co. ... 250
Pryne & Co., Inc. ... 281

R

Rayner Mfg. Co. ... 261
Readybuilt Products Co., The ... 280
Reardon Company, The ... 142-143-202
Red Devil Tools ... 240
Republic Steel Corporation ... 199
Reynolds Metals Company ... 241
Rezner Manufacturing Company ... 230
Richards-Wilcox Mfg. Co. ... 182
Richmond Fireproof Door Company, The ... 131
Richmond Radiator Company ... 219
R. O. W. Sales Co. ... 222
Rilco Laminated Products, Inc. ... 272
Robertson Manufacturing Company ... 238
Roddis Plywood Corporation ... 138
Roe & Sons, Justice ... 218
Rolscreen Company ... 170
Rowe Manufacturing Company ... 123
Ruberoid Co., The ... 171
Russell Company, The F. C. ... 279
Russell & Irwin Division ... 197

S

St. Paul Corrugating Co. ... 246
Samson Cordage Works ... 178
Schlage Lock Company ... 15
Screens & Fabricated Metals Corp. ... 30
Servel, Inc. ... 22-23
Serviclad Products Corp. ... 248
Singer-Kennedy Corp. ... 284
Sisalkraft Co., The ... 150
Skilsaw, Inc. ... 21
Sloane-Blabon Corporation ... 179
Solar Air-Flo, Inc. ... 208
Solvay Sales Division ... 276
Spencer Heater Division ... 221
Stained Shingle & Shake Corporation ... 243
Stamping Products & Mfg. Co. ... 154
Standard Dry Wall Products, Inc. ... 272
Stanley Electric Tool Div. ... 146
Stanley Tools ... 216
Stanley Works, The ... 167
Starline, Inc. ... 266
Steel Scaffolding Co., Inc., The ... 229
Steelcraft Manufacturing Company ... 211
Stewart Manufacturing Company ... 258
Strand Garage Door Division ... 4
Structural Clay Products Institute ... 45
Surface Combustion Corporation ... 239
Symons Clamp & Mfg. Co. ... 164

T

Tamblyn System, The ... 274
Temco, Inc. ... 285
Texas Company, The ... 229
Texas Housing Company ... 202
Thermador Electrical Manufacturing Company ... 198
Thrush & Company, H. A. ... 181
Tile Rite Company, The ... 248
Timely Products ... 284
Timken-Detroit Axle Company, The ... 159
Trade-Wind Motorfans, Inc. ... 210
Trinity Division ... 271
Tri-States Building Materials, Inc. ... 210
Truscon Steel Company ... 199
Tuferete Company, Inc. ... 139
Turner & Seymour Mfg. Co., The ... 249
Tylac Company ... 153

U

Union Aluminum Company ... 254
U. S. Mengel Plywoods, Inc. ... 237
United States Gypsum Company ... 273
United States Plywood Corporation ... 237-269
United States Steel Corporation Subsidiary ... 46
Universal Atlas Cement Company ... 46
Universal Blower Co. ... 240
Universal-Rundle Corporation ... 168

V

Van-Packer Corp. ... 283
Vent-A-Hood ... 264
Vesta Steel Products Co., Inc. ... 236
Vikon Tile Corporation ... 283

W

Walker-Turner Division ... 165
Wappat, Inc., Fred W. ... 259
Weatherproof Products Corp., The ... 244
Western Pine Association ... 281
Westinghouse Electric Corporation ... 52-176-177
Westwood Manufacturing Co. ... 11
Weyerhaeuser Sales Company ... 169-268
White Company, David ... 265
Whitney Seed Co., Inc. ... 242
Worthington Pump and Machy. Corp. ... 227
Wright Manufacturing Co. ... 135
Wurdack Chemical Company ... 250

Z

Zonolite Company ... 246

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